



# TOWNSHIP OF NEPTUNE COMPREHENSIVE MASTER PLAN



**Neptune Township  
Monmouth County, New Jersey**

**September, 2011**

**Prepared by:**

A handwritten signature in blue ink, reading "Jennifer C. Beahm", is written over a horizontal line.

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**COMPREHENSIVE MASTER PLAN  
TOWNSHIP OF NEPTUNE**

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## **1. INTRODUCTION**

New Jersey Municipal Land Use Law defines a Master Plan as a “composite of one or more written or graphic proposals for the development of a municipality” Such a Master Plan is mandatory for any New Jersey community that manages land development through zoning codes, and is adopted by the Planning Board through a public hearing process. All Master Plans in the State of New Jersey must be reviewed every ten (10) years.

Neptune Township last adopted a Comprehensive Master Plan in 2000 and was later amended in 2002. In addition, most recently the Township has adopted a Re-examination Report in 2010 in accordance with the Municipal Land Use Law, NJSA 40:55D-89. However, given that significant time has past since a comprehensive review of the development goals of the Township had be evaluated the Township has opted to undertake a new Comprehensive Master Plan at this time.

This plan and the associated Land Use Ordinance will provide the framework for informed decision-making. This process will shape how Neptune will continue to grow and preserve the unique qualities that make it a diverse and vital community unto itself.

### **Master Plan Goals and Objectives**

The New Jersey Municipal Land Use Law requires that all municipal Master Plans contain a statement of objectives, principals, assumptions, policies and standards upon which the comprehensive plan is to be based. This requirement recognizes the necessity of having clearly defined municipal goals and objectives. The individual Master Plan elements provide the means for implementing the established goals. The stated Township planning goals are of a more general and qualitative nature and provide the overall framework for development and preservation. Each element of this Master Plan provides a more specific means to realize the Township’s goals. In time, as part of the ongoing planning process, Township goals and objectives may change.

## **Township Goals and Objectives**

1. To advance the purposes of the Municipal Land Use Law as contained within NJSA 40:55D-2.
2. Promote a balanced variety of residential, commercial, industrial, recreational, public and conservation land uses.
3. Preserve and enhance the existing character of the residential neighborhoods in the Township while providing a mix of housing types and uses.
4. Provide a variety of housing opportunities for all income levels in appropriate locations consistent with environmental constraints.
5. Promote aesthetic and site improvements in the Township's major commercial and industrial areas.
6. Provide for the utilization of the Township waterfront for appropriate uses.
7. Guide the redevelopment and development of the remaining large parcels and scattered vacant sites within neighborhoods to ensure proposed uses support existing uses without adverse impact in terms of land use compatibility, traffic, economic, and aesthetic impacts.
8. Maintain a balance between residential and non-residential uses to ensure a stable and sound community tax base and provide local employment opportunities.
9. Provide a circulation network for vehicles, bicycles and pedestrians that permits safe and efficient travel.

10. Provide adequate community facilities and services in order to enhance the quality of life for existing and future Township residents and respond to changing demographics.
11. Promote the preservation of natural resources and environmentally sensitive areas; particularly wetland, woodland, coastal, flood hazard and aquifer recharge areas.
12. Provide for additional open space and maintain and enhance existing parkland.
13. Ensure that the Township's Land Use Plan is compatible with adjacent municipalities, the County and the State of New Jersey.
14. Pursue *Certified Local Government* designation for the Township to assist in the preservation of the Historic District and allow further ability to pursue grants and funding opportunities.

## **2. BACKGROUND INFORMATION**

The Township of Neptune extends over an area of 8.8 square miles, of which, 8.2 square miles of it is land and 0.5 square miles of it (6.16%) is water. Neptune Township is located in Monmouth County and stretches from the Atlantic Ocean west to the Garden State Parkway (exit 100). The southern border is the Shark River estuary and the northern border is with the City of Asbury Park and Ocean Township.

The physical appearance of Neptune today is the result of land use and urban design decisions made mostly during the first half of the past century. Neptune Township was incorporated as a township by an Act of the New Jersey Legislature on February 26, 1879, from portions of Ocean Township. Portions of the township were taken to form Neptune City (October 4, 1881), Bradley Beach (March 13, 1893) and Ocean Grove (April 5, 1920, until it was found unconstitutional and restored to Neptune Township as of June 16, 1921). Ocean Grove and Shark River Hills are census-designated places and unincorporated areas located within Neptune Township. Other communities within Neptune Township are Mid-Town, Bradley Park, the Gables, Summerfield, Green Grove, Seaview Island and West Neptune. A more thorough accounting of Neptune's history and physical development, as well as additional information on historic sites and buildings, is included in the Historic Preservation Element.

Roads were constructed in the early part of the 20<sup>th</sup> century. As transportation and infrastructure improvements were constructed, the number of residents in Neptune began to rise. The construction of the Garden State Parkway between 1946 and 1957 resulted in significant population gains in the Township, as the population nearly doubled between 1950 and 1960, as depicted in Table 2.1 below.

**Table 2.1**  
**Neptune Township Population Summary, 1930 – 2009**

Year	Population	Change	
		Population	Percent
1930	10,625	-	-
1940	10,207	-418	-3.9%
1950	13,613	3,406	33.4%
1960	21,487	7,874	57.8%
1970	27,863	6,376	29.7%
1980	28,366	503	1.8%
1990	28,148	-218	-0.8%
2000	27,690	-458	-1.6%
2009 (Estimate)	28,416	726	2.6%
Source: U.S. Census Bureau and 2009 American Community Survey			

Neptune’s population grew precipitously between 1950 and 1960, due to the extension of the Garden State Parkway, as indicated above. Population continued to grow steadily between 1960 and 1970, but peaked by 1980, where declined slightly for the two decades. The 2009 population estimate, provided by the U.S. Census Bureau is the first population increase the Township has realized in over two decades, although modest, it is inline with the population increases of other mature Townships that have approached build-out.

The 2009 American Community Survey estimate of the population in Neptune Township was 28,146, the first time the population has increased in the past two decades. This population growth, represented as 2.6% is inline with the growth realized by Monmouth County in the same period, which was 2.5%. This is lower than the overall growth achieved by the state of 4.5%, but remains a modest difference, as evidenced in **Table 2.2** below.

**Table 2.2**

**Population of Monmouth County and State of NJ by Decennial Census: 1930-2010**

Year	Monmouth County			State of New Jersey		
	Total Population	Population Change	Percent Change	Total Population	Population Change	Percent Change
1930	147,209	-	-	4,041,334	-	-
1940	161,238	14,029	9.5%	4,160,165	118,831	2.9%
1950	225,327	64,089	39.7%	4,835,329	675,164	16.2%
1960	334,401	109,074	48.4%	6,066,782	1,231,453	25.5%
1970	461,849	127,448	38.1%	7,168,164	1,101,382	18.2%
1980	503,173	41,324	8.9%	7,364,823	196,659	2.7%
1990	553,124	49,951	9.9%	7,730,188	365,365	5.0%
2000	615,301	62,177	11.2%	8,414,350	684,162	8.9%
2010	630,380	15,079	2.5%	8,791,894	377,544	4.5%

Table 2.3 below compares the household and population figures for 200 and 2009. As this table depicts, the population for Neptune increased nearly three percent (3%) between 2000 and 2009, from 27,690 to 28,416. There was an even larger increase in the number of households in the Township in this same period, while the average household size increased only marginally.

**Table 2.3**

**Population, Households and Household Size: 2000-2009**

	2000	2009	Change in Number of Households	Percent Change
<b>Total Population</b>	27,690	28,416	726	2.6%
<b>Number of Households</b>	10,907	11,333	426	3.9%
<b>Average Household Size</b>	2.46	2.47	0.01	0.4%

Source: U.S. Census Bureau and 2009 American Community Survey and 2000 Decennial Census

The population cohorts with notable increases between 2000 and 2009 were residents age 15 to 19, 45 to 54, 55 to 64, and 75 to 84. The largest single percentage decrease was in the 35 to 44 cohort, which experienced a 4.1% decrease (Table 2.4).

**Table 2.4**  
**Age Distribution of the Population: Neptune Township, 2000-2009**

	<b>2000 Cohort Population</b>	<b>Percent</b>	<b>2009 Cohort Population</b>	<b>Percent</b>
<b>Under 5</b>	1,657	6.0%	1,803	6.3%
<b>5 to 9</b>	1,829	6.6%	1,825	6.4%
<b>10 to 14</b>	1,852	6.7%	1,656	5.8%
<b>15 to 19</b>	1,627	5.9%	1,956	6.9%
<b>20 to 24</b>	1,282	4.6%	1,178	4.1%
<b>25 to 34</b>	3,482	12.6%	3,460	12.2%
<b>35 to 44</b>	4,740	17.1%	3,762	13.2%
<b>45 to 54</b>	3,870	14.0%	4,810	16.9%
<b>55 to 59</b>	1,473	5.3%	1,869	6.6%
<b>60 to 64</b>	1,239	4.5%	1,559	5.5%
<b>65 to 74</b>	2,250	8.1%	1,996	7.0%
<b>75 to 84</b>	1,605	5.8%	1,990	7.0%
<b>85 years and over</b>	784	2.8%	552	1.9%
<b>Total</b>	27,690	100.0%	28,416	100.0%
Source: U.S. Census Bureau and 2009 American Community Survey and 2000 Decennial Census				

According to the 2009 American Community Survey, published by the US Census Bureau, approximately 53 percent of all the housing units in the Township were constructed prior to 1960 (Table 2.5, below). As such, slightly over 50 percent of the housing stock is older than 50 years. There were significant building booms during the periods of 1950 – 1959 and again in 1960 –

1969. This most likely reflects the construction of the Garden State Parkway, which opened up easier transportation routes to and from the Township, to points farther north and south. Construction of residential units has been steadily dropping from 1970 onward, with less than 10% of the housing stock constructed in the past decade. Neptune’s housing stock is comprised of a somewhat varied mix of dwelling types. 65% of the housing units in Neptune are single-family detached, while the remaining units are somewhat evenly disbursed across two, three, four and multi-family units (Table 2.6, below). Approximately 60% of the housing units are owner-occupied housing units.

**Table 2.5**  
**Age of Housing Stock – Neptune Township**

<b>Year Unit Constructed</b>	<b>Number of Units</b>	<b>Percent</b>
Built 2005 or later	199	1.5%
Built 2000 to 2004	791	6.1%
Built 1990 to 1999	711	5.5%
Built 1980 to 1989	1,046	8.1%
Built 1970 to 1979	1,254	9.7%
Built 1960 to 1969	2,139	16.5%
Built 1950 to 1959	2,699	20.8%
Built 1940 to 1949	898	6.9%
Built 1939 or earlier	3,243	25.0%
Total	12,980	100.0%
Source: 2009 American Community Survey, US Census Bureau		

**Table 2.6**

**Distribution of Housing Units by Type**

<b>Units in Structure</b>	<b>Number of Units</b>	<b>Percent</b>
1-unit, detached	8,537	64.9%
1-unit, attached	888	6.7%
2 units	630	4.8%
3 or 4 units	554	4.2%
5 to 9 units	632	4.8%
10 to 19 units	950	7.2%
20 or more units	852	6.5%
Mobile home	117	0.9%
Total	13,160	100.0%

Source: 2009 American Community Survey, US Census Bureau

**Table 2.7**

**Housing Characteristics – Neptune Township**

<b>Occupied Housing</b>	<b>2000</b>		<b>2009</b>	
	<b>Number of Units</b>	<b>Percent</b>	<b>Number of Units</b>	<b>Percent</b>
Owner-occupied	7,146	58.5%	7,703	59.3%
Renter-occupied	3,761	30.8%	3,630	28.0%
Vacant Housing Units	1,310	10.7%	1,647	12.7%
Total Housing Units	12,217	100.0%	12,980	100.0%

Source: 2009 American Community Survey, US Census Bureau

As shown by these tables above, Neptune Township can be viewed as a nearly fully developed community that is undergoing changes that are not uncommon in areas that have approached build-out for some time. However, on a relative basis changes have been modest when

compared to other similar communities in the region and across the state. After two decades of population loss – if not minor in nature – Neptune’s 2009 estimated population would account for 726 new residents in the Township. This was due to an increase in the number of overall housing units in the Township, which coincided with the building boom of the early to mid 2000’s, as well as an increase in the number of overall housing units. The Township’s population has now surpassed its historical peak, recorded in the 1980’s, and despite the lack of available and suitable land for new development, the population appears to still be growing, if not more slowly.

Another demographic trend in Neptune that does not match similar communities in the County and region is the relatively flat growth in the Township’s senior population. All age cohorts 65 and over grew approximately 3.7% from 2000 to 2009. This in and of itself is a healthy and steady level of growth in the senior cohorts, however, this is less robust than in other communities, which share similar characteristics such as Neptune.

In addition, one of the most interesting statistics gleaned from the US Census data is the amount of vacant housing units in the Township. In fact, there was a modest increase in the period of 2000 to 2009, as a 12.7% vacancy rate was recorded for the existing housing stock in the Township. This number is most likely skewed due to the preponderance of vacation or rental homes in the Township, which are not appropriately counted in the Decennial Census or the American Community Survey. However, even when taking this into account, there still remain a fair number of vacancies in the Township.

### **3. LAND USE ELEMENT**

#### **Goals & Objectives**

The Municipal Land Use Law, pursuant to NJSA 40:55d-28, states that a master plan must include a “statement of objectives, principles, assumptions, policies and standards upon which the constituent proposals for the physical, economic, and social development of the municipality are based.” This statement is often expressed a series of goals and objectives. The following goals and objectives for this Land Use Plan Element provide foundation for this and other plan elements that comprise much of the remainder of this document:

The Goals and Objectives of the Land Use Plan Element are to:

1. Protect existing residential neighborhoods of the Township and promote reasonable and appropriate nonresidential development in specific targeted areas.
2. All future development will be of high quality with specific attention to historic development patterns that characterize Neptune Township.
3. Provide a balanced land use pattern that preserves residential neighborhoods, strengthens the vitality of commercial districts, preserves parks and open spaces, protects environmentally sensitive natural features, accommodates community facilities, and enables local and regional circulation.
4. Guide future residential and non-residential growth in a coordinated and managed approach as set forth in this Master Plan and to provide for logical transitional uses between residential and non-residential areas of the Township.
5. Prevent to the maximum extent practicable, the intrusion of nonresidential uses in residential neighborhoods.

6. Maintain existing residential neighborhoods as attractive, high quality areas and ensure that renovations and new construction are compatible with existing neighborhood character.
7. Encourage and support the rehabilitation and infill of the housing stock, where appropriate, while maintaining the character, scale and privacy of established residential neighborhoods.
8. Continue to encourage the preservation and rehabilitation of the historic housing stock in the historic areas of the Township.
9. Promote an expanded and diversified economic base to the maximum extent practicable.
10. Encourage the adaptive reuse of the Township's older building stock.
11. Provide a means of economical, efficient and energy reduced transportation between key destinations in the Township.
12. Preserve, upgrade and increase the vitality of existing commercial areas in an appropriate manner, while being sensitive to adjacent and existing uses.
13. Evaluate existing development patterns and zones within established neighborhoods and commercial districts in order to make recommendations for zoning changes if warranted, while paying particular attention to overall residential densities.
14. Promote the establishment of a hospital support zone proximate to Jersey Shore University Hospital, while maintaining adequate buffering to preserve existing residential neighborhoods.
15. Evaluate the opportunity to consolidate commercial zoning districts along the Route 33, Route 35 and Route 66 corridors.

16. Review the current zoning designations within the Nationally Registered Historic District area of the Township in order to develop a separate zoning ordinance for said district.
17. Review and evaluate the PUD Zoning District, which maintains frontage along Jumping Brook Road and Route 66 in the western portion of the Township, as well as the adjacent C-1 Zoning District to the west, for potential rezoning so as to permit more appropriate use(s), in consideration of the variety of existing land uses, which comprise these collective areas.
18. Encourage the continued preservation and/or conservation of the Township's natural resources.
19. Establish a Cemetery Zone within the Township.
20. Evaluate the potential development and/or redevelopment opportunities for the High Pointe - Route 18 Redevelopment Area within the Township
21. Continue to coordinate with the State in an effort to widen Route 66.
22. Evaluate the Light Industrial Zoning throughout the Township.
23. Evaluate the Light Industrial Zoning District along Memorial Drive. This District contains a mix of industrial and single-family residential land uses, interspersed with commercial and vacant parcels. The parcels immediately adjacent to Atkins Avenue between 5<sup>th</sup> and 8<sup>th</sup> Avenue, which border the southwestern portion of the Zoning District, appear to be predominantly industrial in terms of existing land uses. The alignment of the overall District boundaries should be evaluated with particular emphasis placed on evaluating immediately adjacent industrial parcels along Atkins Avenue for inclusion in the District and potentially realigning other portions of the District boundary to omit incompatible land uses to the north.

24. Review front yard setback requirements for properties fronting on Route 35 and the potential for rear parking, shared parking while providing adequate buffering to surrounding neighborhoods.
25. Evaluate the potential for the establishment of conditional use standards for certain commercial uses including but not limited to, automobile dealerships, fast food restaurants and check cashing.
26. Evaluate the potential to increase the commercial and recreational opportunities along the Riverfront Areas within the Township.
27. Maintain the façade program and encourage the development of architectural standards along strategic commercial corridors within the Township.
28. Work to reduce sign pollution along strategic commercial corridors.
29. Promote and advance the integration of green technologies into the Township's Land Use planning and building construction process.
30. Promote an attractive visual environment in Neptune Township through appropriate standards within the land development ordinances.
31. Encourage the establishment of linkages and access with Neptune's open spaces and Shark River Park.
32. Evaluate potential locations to allow for mixed use development within the Township.

- 33. Evaluate the existing density requirements within the current zoning standards.
- 34. Encourage the redevelopment of the North Channel area of the Township.
- 35. Evaluate the appropriateness for the development of convenience stores with gas throughout the Township.

**Existing Conditions**

The Township of Neptune has been approaching build-out of its vacant developable parcels. The Township of Neptune is comprised of a variety of land uses, including residential, retail, office, public and institutional uses and a nominal amount of light industrial uses. A survey of existing land uses was conducted in coordination with the Township Tax Assessor, in conjunction with data from New Jersey Parcel Mapping (NJPM), which is a web based database that stores municipal tax data and tax mapping. Using NJPM, it is possible to identify the land use designation/classification of all the parcels in the Township based upon the State’s uniform tax code classification system. The results of this survey and data gathering are illustrated in **Table 3.1** below.

**Table 3.1**  
**Existing Land Uses**

Land Use	Number of Parcels		Land Area	
	Number	Percent of Total	Acres	Percent of Total
<b>Residential</b>	9,674	87.04%	1,687	40.82%
<b>Apartments</b>	73	0.66%	72	1.74%
<b>Public (US, NJ, County, Township)</b>	245	2.20%	662	16.02%

Land Use	Number of Parcels		Land Area	
	Number	Percent of Total	Acres	Percent of Total
Schools (public & private)	16	0.14%	156	3.77%
Commercial	414	3.73%	658	15.92%
Industrial	59	0.53%	123	2.98%
Farmland	5	0.04%	32	0.77%
Vacant	382	3.44%	513	12.41%
Charitable (e.g. places of worship)	49	0.44%	46	1.11%
Cemetery	11	0.10%	89	2.15%
Other	186	1.67%	95	2.30%
<b>Totals</b>	<b>11,114</b>	<b>100.00%</b>	<b>4,133</b>	<b>100.00%</b>

Source: 2011 Neptune Township Tax Data and NJPM Data

Residential uses comprise the single largest land use category in Neptune Township. As indicated above, out of all of the parcels in the Township, nearly 87% are currently being utilized as a residential single-family, two-family, or three-family home. In addition, approximately 1% of the parcels in the Township are being utilized as apartments. Residential land uses comprise over 42% of the developable acres of the Township. The second and third largest land uses in terms of acreage are public and commercial land uses, which each comprise approximately 16% of the total developable acreage of the Township. Vacant land comprises roughly 12% of the remaining developable land of the Township. However, it should be noted that although 12% of the developable land area or 513 acres remains vacant. A significant portion of this undeveloped area is located within the High Pointe – Route 18 Redevelopment area, comprised of approximately 166 acres, while the balance of the vacant parcels are relatively small in nature

and many may not be developable due to size, location, environmental constraints, easements, and deed restrictions among other things. In addition, many of the vacant parcels are existing open spaces for condominium developments, buffer and transitional areas. In the absence of a full build-out analysis, it can be understood that the Township has essentially approached build-out and the actual vacant and developable land that remains is considerably less than what is depicted above. As such, there are few opportunities in the Township for the new development of nonresidential or residential uses on currently vacant properties.

### **Residential Uses**

Slightly over 87% of the total parcels in Neptune Township, which are listed on the property tax files are classified as residential. Single-family housing is the predominant type of dwelling unit. While there are a number of two and three-family dwelling units, there are also several other multifamily residential dwellings, including apartment buildings of various types and configurations. Table 3.2 below, depicts the overall residential dwelling units by unit type.

**Table 3.2**

**Residential Dwelling Units by Type**

<b>Unit Type</b>	<b>Number of Units</b>
Single-Family	8,784
Two-Family	617
Three-Family	89
Four-Family	41
Multi-family (apartment < 4-units)	73

As depicted above, the vast majority of residential dwelling units in the Township are single-family detached dwelling units. According to the U.S. Census, the housing stock in Neptune Township is relatively old; approximately 70% of the housing in the Township was constructed prior to 1970. However, despite its relative age, Neptune’s housing stock is in generally good to excellent condition. Overall, houses in Neptune are well maintained, and many exhibit fine and attractive exterior details, particularly the older homes in the historic portions of the Township.

Single-family housing comprises 87% of the total number of parcels in Neptune, and is naturally the single largest land use in the Township. With respect to land area, residential housing accounts for approximately 43% of the total land area of Neptune. For the most part, most of Neptune’s single-family housing stock is built on lots relatively small in size in comparison to suburban standards, but fairly typical to adjacent shore communities. The average residential lot size in the Township is 0.19 acres and most homes are found on lots ranging from 5,000 to 12,000 square feet in size.

As a mature suburban community, additional residential development will likely be accommodated redevelopment or infill opportunities. Opportunities for new multi-family development may exist above existing retail stores in two mixed-use zones in the Township. Other marginal or underutilized parcels, may present themselves as opportunities for redevelopment in the near future. The highest and best use for such parcels may be residential development. At first glance such projects may appear to have several advantages meeting the

housing needs Neptune's marginally growing population, providing ratable and improving the area's overall aesthetics. However, any decision to introduce additional residential development needs to be weighed against overall trends and implications and impact to the community as a whole.

With respect to the existing housing stock, while the vast majority of it is in good to excellent condition and serves the population well, there are a number of trends which Neptune's zoning and land use policies will have to contend with in the future. Existing homes in the Township's Designated Historic Districts would benefit from a more streamlined and less confusing zoning code, to maintain and assure that the homes in this District are maintained as historic structures into the future. This is an important objective so as not to adversely impact the character of the Township. In addition, this objective will maintain the Federal Historic designation, enjoyed by the Ocean Grove portion of the Township.

Additionally, the current land use and zoning policies will have to contend with the continual changing needs of the residential marketplace. The average size of a single-family home, although decreasing from its peak in the mid-2000's, is still larger in terms of gross floor area, number and size of bedrooms and has changed drastically since most of the township's housing stock was built. As a result there is continual pressure for single-family homes to modernize to the current market demands. However, it is important that the need for expansion, alteration or renovation, be accommodated in a manner that is respectful of neighborhood scale, character, and privacy, as well as the use and enjoyment of neighboring single-family residents. In addition, due to the significant presence of historical structures within the Township's Federally Designated Historic District, which in turn are not only important because they are historical, but rather because they define the character of the Township as a whole.

### **Commercial Uses**

Commercial uses account for 414 parcels or 3.73% of the total parcels in Neptune Township. Commercial uses are found throughout the Township, but the most prevalent areas are along the Route 33, Route 35 and Route 66 corridors. Route 66 is more typical of other suburban areas of

New Jersey, as there are more “big box” developments and hotels and a few larger office buildings. It is developed with higher density “big box” uses, such as Wal-Mart and Home Depot, as well as the headquarters of the Asbury Park Press, restaurants as well as automobile dealerships. Route 33 and Route 35 maintain various types of service retail, fast-food, petrol filling stations, convenience stores, pharmacies and the like, as well as professional office space, mainly geared toward service and medical professionals. The western portion, of Route 33, closer to Route 18, contains a mix of professional office space and strip centers, as well as the Jersey Shore University Medical Center.

In the Ocean Grove portion of the Township, particularly along the easterly portion of Main Avenue in the HD-B-1 – Historic District Mixed-Use zoned area, contains a vibrant pedestrian oriented shopping experience as well as professional office space. The preservation of this area for mixed-use development creates a vibrant identity for this section of the Township and attracts visitors, who can not only take in the offerings of the shore and the splendor of the historic buildings, while maintaining commercial activity and revenues in the Township.

### **Industrial Uses**

There are three industrially zoned districts in the Township. Industrial uses have diminished significantly in the Township. There is an existing LI zone Old Corlies Avenue, as well as one along 5<sup>th</sup> and Ridge Avenues, along the Township border with the Borough of Bradley Beach. The large LI Zoned tract in the northern portion of the Township, which is bisected by Route 18, and known locally as the High Pointe – Route 18 Redevelopment Area, is the single largest contiguous tract area available for redevelopment in the Township. Although the tract is currently zoned LI, along with multiple redevelopment plans that have overlaid additional development opportunity. Future development opportunities for this area of the Township should be expanded to include uses beyond those that are light industrial. The Light Industrial area along Memorial drive currently maintains a mixture of industrial and non-industrial type uses. An evaluation of this area, given the proximity to the Transit Village, could provide for additional development opportunities in this area of the Township. Further the development

pattern on the properties along 5<sup>th</sup> and Ridge Avenue has transitioned away from traditional light industrial development. The re-evaluation of the zoning in this area would be appropriate.

### **Institutional & Governmental Uses**

Neptune Township has one significant institutional use, as well as a number of other smaller civic and religious-oriented land uses and a host of governmental uses, most of which are Township facilities.

The largest and most significant institutional use in the Township is the Jersey Shore University Medical Center. Jersey Shore University Medical Center has grown into a 502-bed regional medical center specializing in advanced cardiac care and surgery, innovative orthopedics and rehabilitation, superior cancer care, and the most comprehensive pediatrics program in the two county region. Additionally, the Hospital is the Level II Regional Trauma Center for Central New Jersey. The \$300 million expansion project, Transforming Care: The “New” Jersey Shore, was completed in 2009 and added 136 inpatient beds, a state-of-the-art Emergency Department and Trauma Center, new surgical suites, an expanded outpatient pavilion and a 975-space parking garage. This addition was the largest hospital expansion in New Jersey at the time. The Medical Campus is located in the center of Township, just east of Route 18, along Route 33. The hospital is in the process of acquiring additional properties in order to meet the goals of a University Hospital Facility.

As is the case with virtually all major hospitals in the State and Country as a whole, the changing needs and technology in the medical field require such institutions to continuously expand and upgrade their facilities, an occurrence which seems necessary every 10 years or so. The recent designation as a University Medical Center has required additional expansion. The evaluation of existing on-site functions and the potential availability to relocate specific activities to off-site locations may enable the facility to expand the number of beds as well as other essential hospital operations.

Neptune's other institutional uses include Township related community facilities, including schools, Fire Houses, the Department of Public Works, Municipal Complex, and the Township Senior Center, which are all discussed in greater detail in Community Facilities Element of this Master Plan. There are also a variety of civic and religious uses. The civic uses are for the most part located in small buildings in scattered sites throughout the Township, including such facilities as clubs and non-profit associations.

### **Parks & Open Space**

There are 18 Township owned parks in Neptune and County-owned parklands, which are discussed in greater detail in the Parks, Open Space, and Recreation Element of this Master Plan. Shark River Park, a county park stretched across multiple municipalities. The portion in Neptune comprises the single largest park in the Township, with over 210 acres. Township owned parks collectively comprise approximately 210 acres. The 18 Township owned parks collectively comprise over 95 acres of parkland. In addition, over 115 acres of open space area identified on the Township's Recreation and Open Space Inventory. These areas offer both active and passive recreational opportunities within the Township.

### **Vacant Property**

Neptune currently has 382 vacant parcels, which comprises approximately 3.5% of the total number of parcels in the Township. The vacant lots are spread throughout the Township. Most are in residential areas. Of the vacant parcels that are not listed on the ROSI, many of the vacant parcels are either too small for development, too environmentally constrained, or are undevelopable for other reasons, due to easements, common areas for residential developments and beach front areas.

## **Existing Zoning**

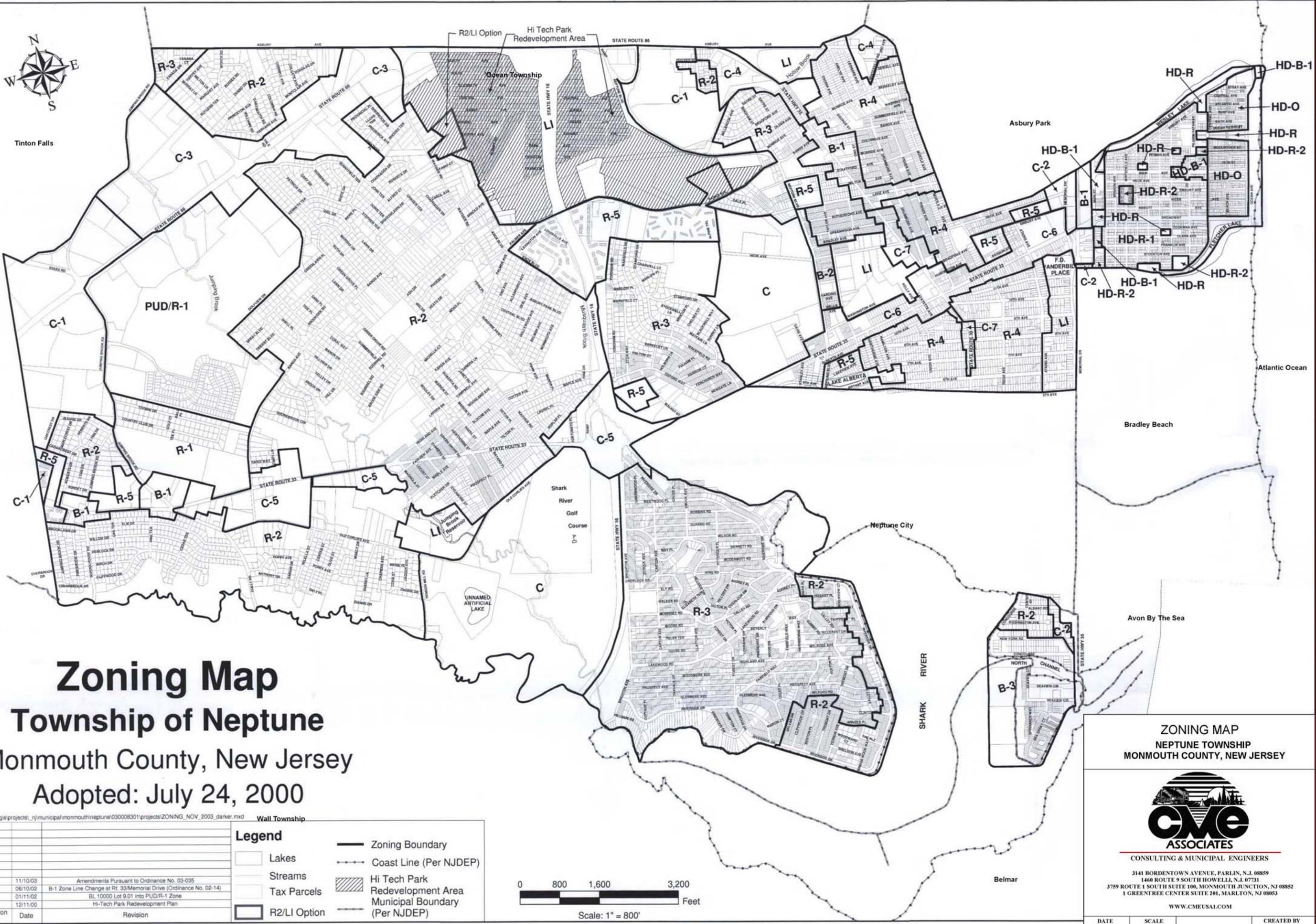
Zoning is a legal tool for regulating development. In general, zoning ordinances control the types of permitted uses, as well as their layout and intensity. Zoning is expressed through text regulations as well as through a zoning map, which delineates various zone districts. The New Jersey Municipal Land Use Law (MLUL) permits municipal zoning bodies (the Township Committee in Neptune) to adopt a zoning ordinance. According to the MLUL, a zoning ordinance generally must be “substantially consistent” with the municipality’s master plan.

Permitted uses in New Jersey include the principal uses (the primary uses of a property), accessory uses (only permitted in conjunction with a principal uses), and conditional uses (permitted if only certain criteria are met). The Neptune Township Zoning Ordinance includes 23 zone districts: four residential zoning districts of varying density (low, moderate, medium and high density), one multifamily residential district, ten different commercial districts, one light industrial district, one civic district, one planned unit development district, and five historical zoning districts (comprised of single-family, multifamily, ocean front, mixed use and recreation). The various zone districts in the current Neptune Township Zoning Ordinance, as well as the land uses discussed above, are shown on **Figure 1, Zoning Map** and **Figure 2, Existing Land Use Map**, respectively. The zoning districts are described below.

There are four (4) single-family residential zoning districts in the Township, which permit residential development at varying degrees of density: R-1 Low Density Residential District, R-2 Moderate Density Residential District, R-3 Medium Density Residential District, and the R-4 High Density Residential District and one multi-family zone the R-5 zoning district. These zones permit a variety of permitted principal and conditional uses in these zoning districts, which are depicted in **Table 3.3** below.



Tinton Falls



# Zoning Map

## Township of Neptune

Monmouth County, New Jersey

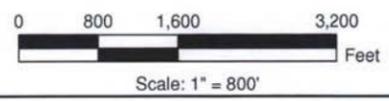
Adopted: July 24, 2000

Path: I:\gis\projects\_nj\municipal\monmouth\neptune\030008301\projects\ZONING\_NOV\_2003 darker.mxd Wall Township

Revision No.	Date	Revision
4	11/10/03	Amendments Pursuant to Ordinance No. 03-035
3	06/10/02	B-1 Zone Line Change at Rt. 33/Memorial Drive (Ordinance No. 02-14)
2	01/11/02	BL 10000 Lot 9.01 into PUD/R-1 Zone
1	12/11/00	Hi-Tech Park Redevelopment Plan

**Legend**

- Lakes
- Streams
- Tax Parcels
- R2/LI Option
- Zoning Boundary
- Coast Line (Per NJDEP)
- Hi Tech Park Redevelopment Area
- Municipal Boundary (Per NJDEP)



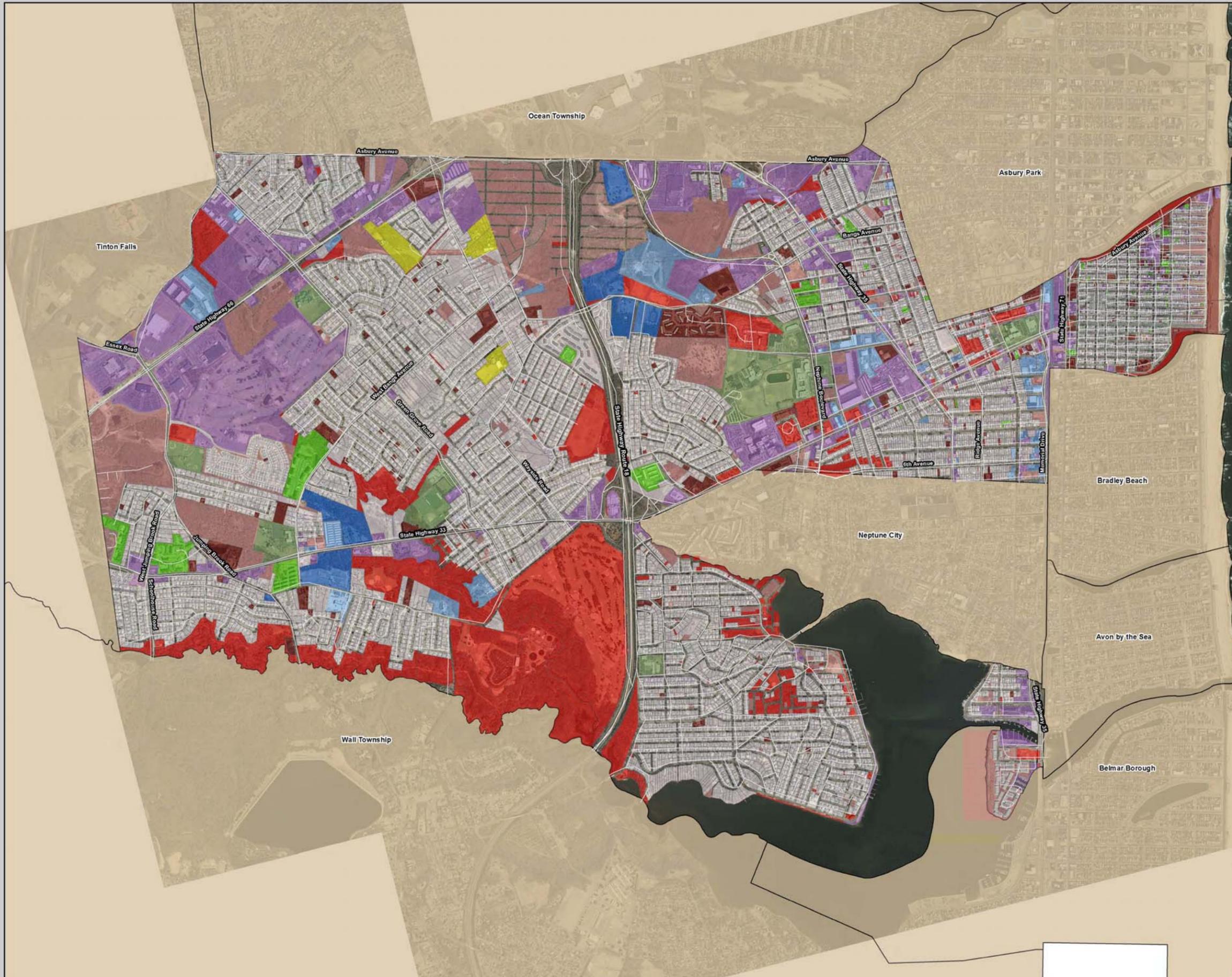
ZONING MAP  
NEPTUNE TOWNSHIP  
MONMOUTH COUNTY, NEW JERSEY

CONSULTING & MUNICIPAL ENGINEERS

3141 BORDENTOWN AVENUE, PARLIN, N.J. 08859  
1460 ROUTE 9 SOUTH HOWELL, N.J. 07731  
3759 ROUTE 1 SOUTH SUITE 100, MONMOUTH JUNCTION, NJ 08852  
1 GREENTREE CENTER SUITE 201, MARLTON, NJ 08053

WWW.CMEUSAL.COM

DATE	SCALE	CREATED BY
08/17/2011	1"=800'	JEC



**FIGURE 2  
LAND USE MAP**

**TOWNSHIP OF NEPTUNE  
MONMOUTH COUNTY  
NEW JERSEY**



**Legend**

**Land Use**

- Vacant Land
- School
- Public Property
- Civic/Charitable/Non-Profit
- Cemetery
- Residential
- Farm
- Commercial
- Industrial
- Multi-Family



**CONSULTING & MUNICIPAL ENGINEERS**

3141 BORDENTOWN AVENUE, PARLIN, N.J. 08859  
 1460 ROUTE 9 SOUTH HOWELL, N.J. 07731  
 3759 ROUTE 1 SOUTH SUITE 100, MONMOUTH JUNCTION, NJ 08852  
 1 GREENTREE CENTER SUITE 201, MARLTON, NJ 08053

WWW.CMEUSA1.COM

DATE 08/17/2011	SCALE 1" = 1000'	CREATED BY JEC
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**Table 3.3**

**Residential Zoning District Densities, Permitted Principal & Conditional Uses**

<b>District</b>	<b>Density (per acre)</b>	<b>Permitted Uses*</b>	<b>Conditional Uses</b>
R-1	3.5	Community center; Community shelter; Detached single-family residence; Parks; Place of worship; Recreation facilities	Public or private elementary, middle or high school
R-2	4-5	Cemetery; Community center; Community shelter; Detached single family residence; Marina; Park; Place of worship; Recreational facilities; Public or private elementary, middle or high school	Public utility facility
R-3	5.8	Cemetery; Community center; Community shelter; Detached single family residence; Park; Place of worship; Recreational facilities; Public or private elementary, middle or high school	Public utility facility
R-4	8.7	Community shelter; Detached single family residence; Park; Place of worship; Recreational facilities; Public or private elementary, middle or high school	Assisted Living facility; Community center
R-5	12	Age restricted residences, Cemeteries, Community shelters, Detached single family residences, Multi-family dwellings, Parks Places of worship, Recreational facilities, and Townhouses.	Community centers and parking.

\* For a full listing of permitted uses refer to the Township's Land Use Ordinance

The Township has ten (10) different commercial zones encompassing retail and office uses, each of which is specific to its location in the Township and or the context of its location relative to surrounding land uses. The first is the B-1 Town Commercial Zoning District, which is defined as a district to serve the needs of specific surrounding residential neighborhoods by providing for retail sale and service uses. The need to complement and preserve the character of the surrounding residential neighborhoods is paramount to this zoning district. There are approximately 180 permitted principal uses in this district, all of which are designed to serve a residential neighborhood, including financial institutions, restaurants, retail sales of goods and services, parks and community facilities among other things. Age restricted apartment housing is also a permitted use in this district. A number of conditional uses are also permitted in this zone.

The B-2 Professional Office Zone, which is primarily oriented toward office-type uses. There are seventy four (74) permitted principal uses in the B-2 Zoning District. Residential uses are not permitted in this zone. Accessory uses permitted in this zone include: uses customarily incidental and accessory to a principal permitted use, recreational clubhouse, concession stand, parking for principal use, telephone communication distribution, coaxial cable communication distribution, emergency services radio communication facilities, natural gas distribution, electric power transmission & distribution, public water supply purveyance & distribution, and sanitary sewer lines. Electricity regulating substations is the sole conditional use permitted in this zoning district.

The B-3 Marina Mixed use District is one of two mixed use Districts in the Township. This District is intended to provide for a well balanced mix of residential and marine oriented retail uses that enhance the Shark River Waterfront area while respecting important coastal environments. There are fifty seven (57) permitted principal uses of varying types of residential, commercial and institutional uses in this District. Residential uses are permitted in this District, including detached single-family, multi-family and townhomes. In addition, various types of

professional offices, banks and credit unions, parks, recreational facilities, child care centers, health clubs, marinas, restaurants, hotels and bed and breakfasts, and municipal and Board of Education facilities are permitted as principal uses. There are a host of accessory uses permitted, each of which are enhancements or customary ancillary uses to the permitted principal uses. Conditional uses are not enumerated for this district.

The C-1 Planned Commercial Zone District was designed to serve the regional need for retail, professional office and research facilities by encouraging planned commercial development. There are over 190 permitted principal uses, which range from various types of retail, to professional office space and research facilities. There are five (5) conditional uses, including: drive-in restaurants, centralized telephone utility installations, Centralized coaxial cable utility installations, wireless telecommunications facilities, and electricity regulating substations. Accessory uses customarily incidental and accessory to a principal permitted use are allowed, as well as educational support services, health and fitness clubs, and parking for principal permitted uses, among other things.

The C-2 Corridor Commercial District was created to provide for roadway oriented, non-retail business uses. There are sixty six (66) Principal permitted uses in this District including professional office space, as well as hotels, restaurants, municipal facilities, nightclubs, and garden centers/nurseries among other uses. Conditional uses are allowed in the District, including adult entertainment uses, drive-through restaurants and electricity regulating substations. Accessory uses customarily incidental and accessory to a principal permitted use are permitted, as well as educational support services, recreational clubhouse, parking for permitted principal uses, telephone communication distribution, coaxial cable communication distribution, emergency services radio communication facilities, natural gas distribution, electric power transmission and distribution, public water supply purveyance and distribution, and sanitary sewer lines.

The C-3 Route 66 West Commercial Zoning District provides for business uses appropriate to the Route 66 highway corridor situated west of Route 18. There are nearly 150 permitted principal uses in this District, including medical offices, offices for professional services of varying types, automobile dealerships, educational and training facilities, home health and child care, recreational facilities, bars, theaters, hotels and extended stay lodging facilities, restaurants, municipal facilities, and technology oriented businesses. Accessory uses are permitted, which are customarily incidental and accessory to a principal permitted use. Several conditional uses are also permitted, including gasoline fueling stations, assisted living facilities and various automotive repair and maintenance facilities.

The C-4 Route 66 East Commercial Zoning District provides for business uses appropriate to the Route 66 highway corridor situated east of Route 18. This Zoning District is more restrictive than and not nearly as broad as that which is permitted in the C-3 Zoning District. There are twenty two (22) permitted principal uses, including but not limited to the following: offices of physicians, home health care services, child care centers, community shelters, bowling centers, public parks and recreational facilities, places of worship, full-service restaurants, cemeteries, and municipal facilities. Accessory uses are permitted, which are customarily incidental and accessory to a principal permitted use. Electric substations are the only conditionally permitted use within this District.

The C-5 - Route 33 West Commercial Zoning District provides for business uses appropriate to the Route 33 highway corridor situated west of Route 18. This District has seventy four (74) principal permitted uses, which can be characterized mainly by various retail services, offices for professional services, restaurants, places of worship and municipal facilities. Accessory uses are permitted, which are customarily incidental and accessory to a principal permitted use. Conditional uses are not permitted in this Zoning District.

The C-6 Route 33 East Commercial Zoning District provides for business uses appropriate to the Route 33 highway corridor of Neptune Township situated east of Route 18. This Zoning District differs from the C-5 Zoning District significantly in that it allows a much more broad and extensive range of permitted principal uses. In fact, there are 152 principal permitted uses allowed in the District. In addition to the various retail services, offices for professional services, restaurants, places of worship and municipal facilities allowed in C-5 above, this District also permits the sale of alcohol, outdoor dining, private or public elementary, middle or high schools, and municipal facilities among other uses as allowable principal permitted uses. Drive-through restaurants and public utility facilities are allowed as conditional uses. Accessory uses are permitted, which are customarily incidental and accessory to a principal permitted use.

The C-7 - Route 35 Commercial Zoning District provides for business uses appropriate to the Route 35 highway corridor of Neptune Township situated south of the West Lake Avenue Town Commercial Zone. There are over 130 principal permitted uses in this Zoning District, much of which can be characterized as specialized retail goods and services, entertainment, financial services, and restaurants/dining opportunities. Conditional uses are not permitted in this Zoning District.

The LI – Light Industrial district is the sole industrially zoned zoning district in the Township. The Zone District provides for light industrial uses, as well as office uses. There are over 190 principal permitted uses in this District, including but not limited to financial institutions, publically owned facilities, professional office space, medical offices and outpatient services, hotels, restaurants, automotive repair facilities, planned commercial developments, wholesale distribution facilities of multiple varieties, and several processing and fabrication uses. Accessory uses, customarily incidental and accessory to a principal permitted use are allowed. There are several conditional uses allowed in this District as well, ranging from retail sales and services of varying forms to mobile home parks.

The PUD – Planned Unit Development Zoning District was created to encourage innovations in residential, commercial and public development and redevelopment to achieve greater variety in type, layout and siting of buildings and the conservation and more efficient use of open space ancillary to those buildings or tracts of land under a comprehensive plan of development. Such comprehensive control over an entire development, rather than lot-by-lot regulations, should produce a well designed development that will have a beneficial effect upon the health, safety, general welfare and morals of the Township and the neighboring areas. Principal permitted uses in the PUD District include, retirement communities, detached single family residences, multi-family dwellings and townhouses. In addition, there are several commercial uses that permitted in conjunction with the PUD, so long as those uses are designed and intended to be compatible with the PUD, such as retail goods and services and office uses. Assisted living facilities, homes for the elderly, drive-thru restaurants and electricity regulating substations are permitted as conditional uses in this Zoning District. Accessory uses are also permitted, which are customarily incidental and accessory to a principal permitted use.

The C – Public Use Zoning District is the only District that intends to provide for public and quasi-public uses, as well as community and service facilities that serve a general public purpose. This District has several principal permitted uses, including residential, commercial, retail goods and services, institutional, educational, medical (hospital), cultural and civic, as well as recreational uses. Public utility facilities of various types and forms are permitted as a conditional use. Accessory uses that are customarily incidental and accessory to a principal permitted use are permitted in the District.

There are five (5) different Historic Zoning Districts in the Township, which reflect the nature, scale intent of different historic areas of the Township. The first district is the HD R-1 Historic District Single Family District. The HD-R-1 Zone District provides for single-family residential development at a density not exceeding 24.2 dwelling units per acre that is consistent with the established scale and pattern of development in the Ocean Grove portion of the Township. This

District has several principal permitted uses, including, detached single-family residential, community centers, community shelters, parks, places of worship and the Ocean Grove Camp Meeting Association facilities. Professional offices are permitted as a conditional use. Several accessory uses are also permitted including, uses customarily and incidental to the principal permitted use, family day care, home occupations and home professional offices.

The second Historic District is the HDO – Historic District Oceanfront Zoning District. The HD-O Zone District recognizes the character and historic land use pattern of the oceanfront blocks in the Ocean Grove portion of the Township, east of Central Avenue. All zoning regulations applicable in the HD-O Zone District are intended to protect; preserve and perpetuate-the historical framework in Ocean-Grove: This framework includes single-family residences, bed and breakfasts, and historic hotels. This District has several principal permitted uses, including detached single-family dwellings, community shelters, parks and Ocean Grove Camp Meeting Association facilities. Bed & Breakfast guesthouses, bed and breakfast homestays, historic hotels, and Historic hotel restaurant/retail are permitted as a conditional use. Several accessory uses are also permitted including, uses customarily and incidental to the principal permitted use, family day care, and home professional offices.

The third Historic District is the HD-R-2 - Historic District Multi-family Residential Zoning District. The HD-R-2 Zone District provides for single-family and multi-family residential development at a density of 48 dwelling units per acre, limited to areas that are already devoted to this use. There are several principal permitted uses in this District, including detached single-family dwellings, long-term care facilities, multi-family dwellings, parks, townhouses, and Ocean Grove Camp Meeting Association facilities. Assisted living facilities are permitted as a conditional use in this District. Several accessory uses are also permitted including, uses customarily and incidental to the principal permitted use, family day care, and home professional offices.

The fourth Historic District in the Township is the HD-B-1 - Historic District Mixed-use. The HD-B-1 Zone District serves as the commercial core for the Ocean Grove portion of the Township, and intends to serve the specific retail sales and service needs of local residents and seasonal visitors. This Zone District also acknowledges the suitability of residential uses located at upper stories of mixed-use buildings, with the ground story devoted to permitted uses in the district. There are a significant number of principal permitted uses in this District, including but not necessarily limited to detached single-family, a range of retail goods and services, banking and credit unions, professional offices, medical offices, child care centers, theaters and performing arts, restaurants, salons, and other professional offices. Accessory apartments are permitted as a conditional use. In addition, there are several permitted accessory uses, including uses customarily incidental and accessory to a principal permitted use, outdoor displays and sales, educational support services, recreational clubhouse, concession stand, outdoor dining facility, telephone communication distribution , coaxial cable communication distribution, emergency services radio communication facilities, natural gas distribution, electric power transmission & distribution, public water supply purveyance & distribution, sanitary sewer lines.

The final Historic District in the Township is the HD-R - Historic District Recreation Zoning District. The HD-R Zone District intends to provide for the active and passive recreational use of land by the general public in the Township's Historic District. All uses, including parking and amenities for the use and comfort of residents and visitors to the District should be consistent with, and representative of, the historic character of the area. Principal permitted uses are limited to beach and beach related uses, boardwalk and fishing pier, non-commercial recreational facilities, parks, and Ocean Grove Camp Meeting Association facilities in accordance with permitted conditional and accessory uses in the district. Conditional uses in the district are limited to parking and light concessionary food stands. There are a few accessory uses permitted in the District, limited to drinking fountains and rest rooms, pavilion, not fully enclosed, for passive recreation use only, benches, street lamps and other street furniture, and fences for tennis courts, volleyball courts and tot lots to a maximum height of twelve (12) feet shall be permitted as an accessory use in the area zoned HD-R along the entire length of Fletcher Lake from the southerly extension of the easterly boundary of Ocean Avenue to Pennsylvania.

## **Redevelopment Areas**

The Township of Neptune maintains several areas within its jurisdiction that have been designated by the governing body as areas in need of redevelopment pursuant to the LRHL, N.J.S.A. 40A:12A-1 et seq., and has adopted Redevelopment Plans for the same. These Redevelopment Plans have been prepared in order to transform vacant and underutilized land to contain productive and economically supportive uses.

### ***High Pointe - Route 18 Redevelopment Plan***

This is an area bound by State Highways 66 and 18; Neptune Boulevard, West Bangs Avenue and Wayside Road. The larger parcel, located to the west of State Highway 18 and containing 122 acres, is designated as the west parcel, while the smaller parcel, located to the east of State Highway 18 and containing about 44 acres, is designated as the east parcel. The area is identified as Blocks 345-390 and including all the lots therein; Block 1000, Lots 1,2,6,10.01, 11.02, 12.01; Block 1006, Lots 4, 14.01, 17, 18; and Block 1008, Lots 10, 11, 12, 13, 14, 14.02 and 24.

The High Pointe – Route 18 Redevelopment Plan was adopted on December 26, 2001 and subsequently a Redevelopment Agreement was approved by and between the Township of Neptune and Garden State Hi-Tech Park, L.L.C. on July 30, 2001. This Plan was subsequently amended in November 2005 and February 2008 to reflect the changes in market demand since the adoption of the original Plan.

This Redevelopment Area is proposed as Planned Commercial Development (PCD) that will serve both local and regional patrons and is intended to be developed to encourage high quality uses such as planned retail centers, including regional retail, restaurants, hotels, research and development facilities. Additionally, the area is proposed to contain Planned Residential and Commercial development, which would allow residential, retail and service uses in accordance with the C-1 Commercial Zoning. Overall the Planned Residential and Commercial development option permits residential development within high-rise structures of 12 stories and 150 feet in

height, office buildings to be developed to a height of eight (8) stories and 96 feet with garages to be a maximum of six (6) stories and 65 feet.

### ***West Lake Avenue Redevelopment Plan***

The West Lake Avenue Redevelopment Plan was adopted in 2005 and subsequently the Township entered into a Redevelopment Agreement with CityWorks West Lake, LLC. The area governed by the West Lake Avenue Redevelopment Plan includes all properties fronting along West Lake Avenue between State Highway 35 and the Township's boundary with Asbury Park. The area is identified as Block 178, Lots 4, 4.01, 5 and 6; Block 179, Lots 4, 5, and 6; Block 194, Lots 1, 2, 3 and 173-178; Block 195, Lots 1, 1.01, 2, 3 and 167-172; Block 217, Lots 56-61 and 482, 484 and 487; Block 218.02, Lots 612-618, 627-637, 642, 643 and 646; Block 219, Lots 50, 55 and 488-493; and Block 225, Lots 564-568 and 589-611.

West Lake Avenue was the Township's premier commercial corridors but has declined since the 1960s and at the present state consists of primarily underutilized and vacant properties. Some of the commercial establishments show signs of disinvestment and many buildings in the corridor are substandard. The overall goal of the Redevelopment Plan is the creation of walkable, attractive and inviting neighborhood center to serve the needs of the surrounding residential neighborhoods and the Neptune Township community. Additionally, the Plan was put in place with the objective of improving business opportunities and expansion through promotion of new and diverse economic activities and a variety of businesses in the said area. To that end the land uses proposed within the area consist of senior residential, commercial, restaurant, office and mixed use option, residential and office use overlay and mixed uses consisting of commercial on the first floor and residential on the second and third floor, if applicable. The Plan is currently in the process of being implemented, with Phase I of the project being completed.

### ***Redevelopment Plan for the North Channel of the Shark River***

The North Channel of the Shark River is one of the numerous waterfront areas in Neptune. The Redevelopment Plan for the North Channel of the Shark River was revised on November 27, 2006. In order to further enhance its role as a "Gateway" to the Jersey shore, Neptune Township

has identified the North Channel of the Shark River as a critical community and regional resource and proposed its redevelopment as a new waterfront destination for Neptune and the surrounding region. To that end the Redevelopment Plan proposes the creation of a mixed-use waterfront center supporting the recreational, commercial and residential needs of the Township. To that end the area is slated to be developed to contain a variety of residential, commercial and office buildings. If planned and implemented appropriately, the redevelopment of the North Channel can help initiate and support further economic growth and redevelopment in Neptune and provide a wide variety of commercial, recreational and cultural activities that will benefit the residents of the Township. Additionally, it will also promote public access to the waterfront by providing improved circulation, a new public plaza and pedestrian mall and a waterfront walkway and promenade. It is the intent of the Plan to avail of the scenic vistas and waterways in order to attract residents and visitors into the area to shop, dine and recreate in an attractive setting, consequently support economic activity and job creation in the Township as well as an appreciation of the natural resources of the Township.

#### ***Route 35 and West Bangs Avenue Redevelopment Plan***

The Route 35 and West Bangs Avenue Redevelopment Plan was adopted in 2008. This area, identified as Block 249, Lots 1,4,5,6 and 10.1 and Block 250, Lots 1.01 and 3 and containing an area of approximately 1.34 acres, has frontage along State Highway 35, Monroe Avenue and Bangs Avenue. The area contains a mix of vacant commercial and residential buildings. The overall goal of the Redevelopment Plan is the commercial redevelopment of the 1.34 acre tract in a manner that will enhance the Township's overall economic base.

#### ***Ocean Grove North End Redevelopment Plan***

The Ocean Grove North End Redevelopment Plan, adopted in 2008, provides a planning framework for the redevelopment and revitalization of the former North End Hotel site situated at the north end of the Ocean Grove oceanfront and boardwalk. The subject area containing approximately 5.60 acres is identified as Block 1, Lots 1 and 2, Block 1.01, Lots 3 and part of Lot 1, Block 146.03 and Portions of Lots 1 and 2. The Plan proposes to redevelop the site into a new mixed-use community with a hotel and combination of single-family residential and

commercial uses including public spaces and amenities. The purpose of the Plan is to reclaim the North End site as the northern anchor to Ocean Grove, while providing for new opportunities for employment and housing within the Township, as well as enhanced public access to the Wesley Lake waterfront and the oceanfront and beach areas of the Township.

## **Recommendations**

### 1. Commercial Areas

#### *a. Hospital Support Zone*

As was discussed in the Institutional Uses section of the Land Use Element, the Jersey Shore University Medical Center has recently expanded and is continuing to grow. The hospital plays an important economic role in the Township, beyond the land it occupies itself and the ratables it generates, there several ancillary services and other medical professionals and businesses, which it generates, which in turn generate business and create demands for further land use. In an effort to take proactive efforts to ensure that the hospital is appropriately zoned, and situated to continue its growth, it is recommended that the Township consider instituting a Hospital Support Zone Overlay Zone in strategic locations throughout the Township. This would allow for the appropriate expansion of hospital related activities within the hospital campus as well as throughout the Township.

#### *b. Consolidation of Commercial Zoning Districts along the Route 66, 33, 35 Corridors.*

The Route 66, Route 33 and Route 35 corridors maintain several zoning designations many of which share similarities in the array of permitted uses. There is a mix of retail and professional office space and strip centers that have developed along these relatively heavily traveled thoroughways through the Township. There is the potential for much confusion and a general lack of clarity as to why these various zones are necessary on these corridors. It would prove much easier from a zoning enforcement and end user perspective, eliminate potential points confusion and provide a more unified approach to the further development of each of these corridors if these zones were consolidated and streamlined to the maximum extent practicable.

*c. Elimination of the PUD/R-1 Zoning District along Jumping Brook Road and Route 66 and an evaluation of appropriate Zoning for the adjacent C-1 District.*

It is recommended that the PUD/R-1 Zoning District in the northwestern portion of the Township, bounded by State Highway 66, Jumping Brook Road, Green Grove Road, and a portion of Bangs Avenue should be further evaluated along with the adjacent C-1 Zoning District that borders the PUD/R-1 Zone to the West. There is a wide range of existing land uses in this area, including single-family and multi-family residential, commercial, schools, vacant land and smaller portions of publically owned property. Overall, the PUD/R-1 zoning designation does not reflect the existing patterns of development. The overall area should be evaluated for consideration of more appropriate Zoning District(s), which reflect prevailing patterns of development and are sensitive to adjacent Zoning Districts, as well as important corridors, such as State Highway 66. Further, this evaluation should also consider more appropriate zoning in the C-1 District indicated above, with consideration given to existing residential development in the southern portion of this District. A transitional Zoning District, between existing residential development in the southern portion of this area and anticipated commercial Zoning along the State Highway 66 corridor to the north should be considered in any evaluation of these Zoning Districts.

*d. Evaluate the establishment of a Gateway at the Route 33/Route 35 Intersection.*

The intersection Route 33 and Route 35 is a strategic location within the Township. As such, it is recommended that the Township evaluate the potential for unique zoning and design criteria for this location.

*e. Establish Design Standards for the Route 35 Corridor.*

The Township has adopted design standards for the Route 33 and Route 66 corridors. At this time it is recommended that the Township investigate the establishment of new design standards for the Route 35 corridor. Said standards should include the reduction of setbacks along the street line to encourage parking behind the structures. Additionally, the encouragement of shared parking along the corridor should also be explored.

*f. Establish Conditional Use Standards for Specific Commercial Uses.*

It is recommended that the Township establish Conditional Use Criteria for some commercial and/or industrial uses within the Township, to provide a uniform development pattern in within the commercial and industrial areas of the Township. Said criteria would establish specific criteria as well as appropriate zones and/or areas for the following uses: Assisted living facilities, New and Use Car Dealerships, Check Cashing Establishments Tow Service Establishments as well as any other uses that the Township feels would be appropriate.

*g. Convenience Store With Fueling Station*

The traditional gas station-repair facility has been transitioning away the combination of those uses and has trended toward a convenience store that provides gas filling capabilities. The repair and service component of these types of facilities are becoming less and less prevalent. Must zoning requirements, however still regulates gas stations as if the repair and maintenance activities are still taking place. Currently the Township Zoning Ordinance does not have provisions for these types of uses as such Use Variance approval would be required. It is recommended that the Township investigate existing commercially zoned areas of the Township, which are appropriate for such a use. It is further recommended that the township adopt standards where appropriate to permit convenience stores with gasoline fueling stations as conditional uses within these identified areas.

*h. Evaluate parking and loading requirements for commercial uses*

It is recommended that the existing parking and loading requirements for commercial uses within the Township be evaluated. Provisions that encourage shared parking should be investigated and where appropriate implemented.

## 2. Industrial Areas

There are three (3) industrially zoned areas in the Township that present opportunities for development/redevelopment and or zoning changes. As identified within the Land Use Element it is recommended that the properties currently zoned for light industrial uses be evaluated and alternative zoning be proposed, where appropriate.

*a. High Pointe – Route 18 Redevelopment Area*

The large tract of vacant property zoned LI in the northern portion of the Township is bisected by Route 18 is known locally as the High Pointe Redevelopment Area. This is the single largest contiguous tract available for redevelopment within the Township. The Township over the past several years has adopted several Redevelopment Plans for this area. At this time it is recommended that the zoning designation as well as Redevelopment Plans be reevaluated and new zoning standards be established for this area.

*b. Memorial Drive*

It is recommended that the light industrially zoned properties located along Memorial Drive should be evaluated given the proximity to the Transit Village area and new zoning criteria including a provision for mixed-use development should be explored.

*c. Ridge and 5<sup>th</sup> Avenues*

As identified within the Land Use Element, the land use pattern within this light industrial zone has transitioned away from traditional industrial zoning. It is recommended that alternative zoning criteria be established for this area.

3. Redevelopment Areas

The Township of Neptune maintains five (5) existing redevelopment zones throughout the Township. As discussed above, these Redevelopment Areas are comprised of the following: the Hi Point Park Redevelopment Area, West Lake Avenue Redevelopment Area, North Channel of the Shark River Redevelopment Area, Route 35 and West Bangs Avenue Redevelopment Area, and the Ocean Grove North End Redevelopment Area. The Township is also maintains a Transit Village Designation in the eastern portion of the Township. It is recommended that the Township incorporate these Redevelopment Plan, Transit Village Criteria along with the associated requirements into the Township Land Development Ordinance, as well as include a depiction of these areas on the Township Zoning Map.

#### 4. Historic District

##### a. *Update Ordinance and Create a Separate “Pull-out” Section for the Nationally Designated Historic District*

The State Historic Preservation Office (SHPO) recommended that those zoning standards applicable in the Nationally Designated Historic District be located within a separate section of the Township Land Development Ordinance, due to the nature and complexity of the regulations associated with the historic district. As such, it is recommended that the ordinance be reviewed, redrafted and consolidated in a separate “pull-out” section, specifically for the historic district.

##### b. *Reconstitution of Historic Building Elements When Within Setback or Flare Areas*

It is not uncommon for existing building elements, such as a covered porch or stairs to exist in the existing setback or flare areas in historic portions of the Township. Often times, this configuration has been in place for a century or more. Historic building elements that are preexisting in the flare or setback areas should be eligible for reconstitution, so as not to promote a form of passive demolition of historic structures. It is recommended that efforts to preserve and protect historic building elements in the flare and setback area be made.

##### c. *Definition of Stair in Setback Area*

Currently, the ordinance defines yard requirements as follows: “For lots in the HD-R-1 Zone District, the front building line shall have a minimum front yard setback of ten (10) feet back from the street line and the front porch line shall be set back at a minimum distance of four (4) feet from the street line.” East of Central Avenue, the ordinance continues as follows: “No building line or front porch line need be set back farther than the average alignment of those front building and front porch lines of existing buildings within 200 feet on each side of the lot and within the same block front and within the same Zone District. This provision does not permit the encroachment of buildings or porches into the flared open space area.” This definition has proven problematic, as architectural forms and styles are not uniform across Ocean Grove. It is recommended that a new definition be established to address this issue with the overall goal of maintaining the historic flare in Ocean Grove.

*d. Rear Yard Setbacks*

Rear yard setbacks in the historic portions of the Township are still regulated at “zero feet.” However, it is typically enforced at three (3) feet to building. Currently, there are no references to building overhangs and or inclusion of gutter dimensions. As such, building elements that project from the building plane and into the setback can lead to problems and disputes between owners and the Township. It is recommended that this portion of the Zoning Ordinance be amended to include common building elements, which extend from the plane of a given building as reasonable within the setback, but not to exceed three (3) feet beyond the building plane.

*e. Ocean Grove Streetscape Standards*

It is recommended that the Ocean Grove Streetscape Standards be reviewed with regard to the existing planter strips along right of ways. It is further recommended that standards be added to regulate what can be planted and or placed in the planter strip.

*f. Definition of Front Building Line*

The current definition of the front building line within the Historic Zoning Districts has proven problematic in that it has perpetuated conflicts in zoning ordinance interpretation. It is recommended that the definition be further evaluated and redrafted to avoid further conflict and confusion and to allow for greater ease of use and interpretation of the Ordinance while at the same time maintaining the historic character and vistas within the District.

*g. Dormers and “Pop-Ups” Definitions and Standards*

There is little guidance in the township code with reference to the addition of dormers or as they are sometimes referred, “pop-ups.” It is recommended that the Township Ordinance be evaluated to enable the establishment of a clear definition. When addressing dormers, it should be noted that a dormer should keep in character with the historic building’s design. The following points should be considered when drafting a definition:

- Subordinate a dormer addition to the overall roof mass and in scale with ones on similar historic structures.
- Locate the dormer below the ridge line of the historic building.

- Minimize the number and size of dormers; they should not visually overwhelm the scale of the historic building.
- Dormers are typically added to a structure to increase the amount of headroom in upper floors. Their design is traditionally as smaller elements. If significant increases in space are desired, do not consider oversized dormers. Rather, consider an addition to the rear or non-primary facades of a structure.

#### *h. Hotel Overlay District*

It is recommended that the Township review and evaluate the Hotel Overlay District boundaries and requirements.

#### 4. Certificate of Non-Conformity for Pre-Existing Conditions

It is recommended that Neptune establish a certificate of non-conformity program for properties that have pre-existing non-conforming conditions within the Township. The certificate of non-conformity process should set forth a set of clear guidelines for property owners to document existing non-conforming conditions, including a written application, accompanied by site photographs as well as an administrative process for verifying and certifying existing non-conforming conditions. In the event that property owners with non-conformities incur property damage from weather, fire or other related events, or require necessary rehabilitation, alteration and or reconstruction of a building element(s), the certificate of non-conformity would serve to document and certify pre-existing conditions and ameliorate regulatory conflicts through the repair, alteration and or reconstruction of pre-existing non-conforming conditions.

#### 5. Update Definitions in Township Land Development Ordinance

Upon a thorough review of the Definitions section of the Township Land Development Ordinance, it is recommended that each definition be evaluated and that a global update for all definitions be conducted, thereby reducing misinterpretations and providing greater clarity in terms of utilizing the Ordinance.

6. Regulations Regarding Height and or Number of Stories

It is recommended that the Township Land Development Ordinance definition of Building Height be evaluated. Said definition should sets forth the maximum height for structures throughout the Township based upon the zoning designation as well as a clear methodology for calculating the height. This evaluation should include a review of the criteria currently used, which is stories and overall height to determine the most appropriate criteria for each zoning district.

7. Re-Codify the Ordinance to NAICS Uses

The Township of Neptune Ordinance contains a large number of very specific permitted uses. Often times, the list of principal permitted uses can extend to over 100 uses in a given district. In addition, there are often times additional uses that become popular and economically feasible, which may not be able to be contemplated at the time of writing and or updating the Code. It is recommended that the North American Industry Classification System (NAICS) be instituted and codified by permitted use for each District. NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. Instituting NAICS codes will eliminate or greatly reduce conflicts pertaining to the determination of a principal permitted use.

8. Renewable Energy Systems (Solar/PV, Wind Energy) as a Permitted Conditional Use in Commercial Zoning Districts

It is recommended that the Township evaluate and adopt standards for renewable energy systems, such as solar (photovoltaic) and wind energy systems as a conditional use in Commercial Zoning Districts. The Commercial areas located within the Township should be investigated to identify appropriate zoning districts to allow renewable energy facilities pursuant to appropriate standards, including but not limited to minimum tract sizes, buffering, etc.

9. Block 1007, Lots 32.01, 34.01, 35.01

The subject properties are located on the southeasterly side of Robin Road, just east of the intersection of Robin Road and Route 35. On February 25, 2011, five non-conforming lots were consolidated to create two (2) new conforming lots, 34.01 and 35.01. Lot 35.01 is presently contained within the boundaries of the R-2 Zoning District. Lot 34.01, immediately adjacent to and to the north of 35.01, is located within the C-4 Zoning District. However, this newly created parcel is adjacent to and surrounded on three sides by residential development. As this site maintains frontage on Robin Road and is nearly surrounded by existing residential uses, it is recommended that this property be rezoned R-2, or in other words extending the R-2 lot boundary to the north and east, terminating at the boundary of Lots 30, 31 and 33. This will permit the more logical residential development of the property as well as deter a commercial use on this portion of Robin Road.

10. Outdoor Display and Outdoor Seating

It is recommended that the Township review the Ordinance Standards with respect to the requirements permitting the outdoor display of good as well as the provisions for outdoor seating. At this time there have been several establishments that have expanded the use of their property by displaying good outside the building. In addition, some restaurants have taken advantage of the appeal of being a shore community and have encouraged outdoor seating and/or dining. The review of standards applicable to these types of activities is to establish a set of criteria that would allow for these types of actions while at the same time maintaining compliance with the Americans with Disabilities Act.

11. Signs

It is recommended that the Township review the current sign ordinance and to establish additional criteria to regulate additional types of signs including by not limited to: sandwich boards, banner and flags. In addition, an evaluation of the types of signs businesses would be permitted to have within their establishments.

### 12. Cemetery Zone

It is recommended that the Township establish a cemetery zone within which all existing cemetery property in the Township should be located.

### 13. Special Area Standards

The rules concerning streets and parking, as promulgated in the Residential Site Improvement standards (RSIS) are not appropriate in furthering the on-going preservation and continued enhancement of the Historic portions of the Township. Pursuant to N.J.A.C. 5:21-3.5, Neptune Township should incorporate “special area standards” for Ocean Grove into the Township’s New Land Development Ordinance, to be submitted and approved by the New Jersey Site Improvement Advisory Board.

#### **4. CIRCULATION ELEMENT**

##### **Introduction**

Safe and convenient transportation facilities that provide adequate access into Neptune Township and allow people to travel within the community itself play a significant role in the quality of life for Neptune's residents. In terms of regional vehicular accessibility, Neptune enjoys proximity to State Highway Rt. 33, State Highway Rt. 66, NJSH Rt. 18 and State Highway Rt. 35. Though Neptune's proximity to four (4) major highways is convenient, it can also create secondary traffic congestion problems. High volumes of vehicles use these highways and traffic usually backs up over and onto the arterial and collector roads that provide access to and from these highways.

The Township is also served by a number of commuter bus routes that provide convenient transit access to New York City, Philadelphia, PA, as well as other communities in New Jersey. In addition, the New Jersey Transits North Jersey Coast Line provides train service to Newark, New York and Hoboken. This line extends from New York/Newark south through Union, Middlesex and Monmouth Counties to the northern border of Ocean County at Bay Head. There are rail stations that are located in Asbury Park and Bradley Beach, which are in close proximity to Neptune thereby providing transit access to the Township residents. While some neighborhoods and shopping areas in Neptune are pedestrian friendly, more improvements throughout the Township can be made for pedestrians and bicyclists. Although Neptune's transportation system is adequate, it can benefit from some logistical improvements.

## **Goals & Objectives**

The goals and objectives of the Circulation Plan Element are as follows:

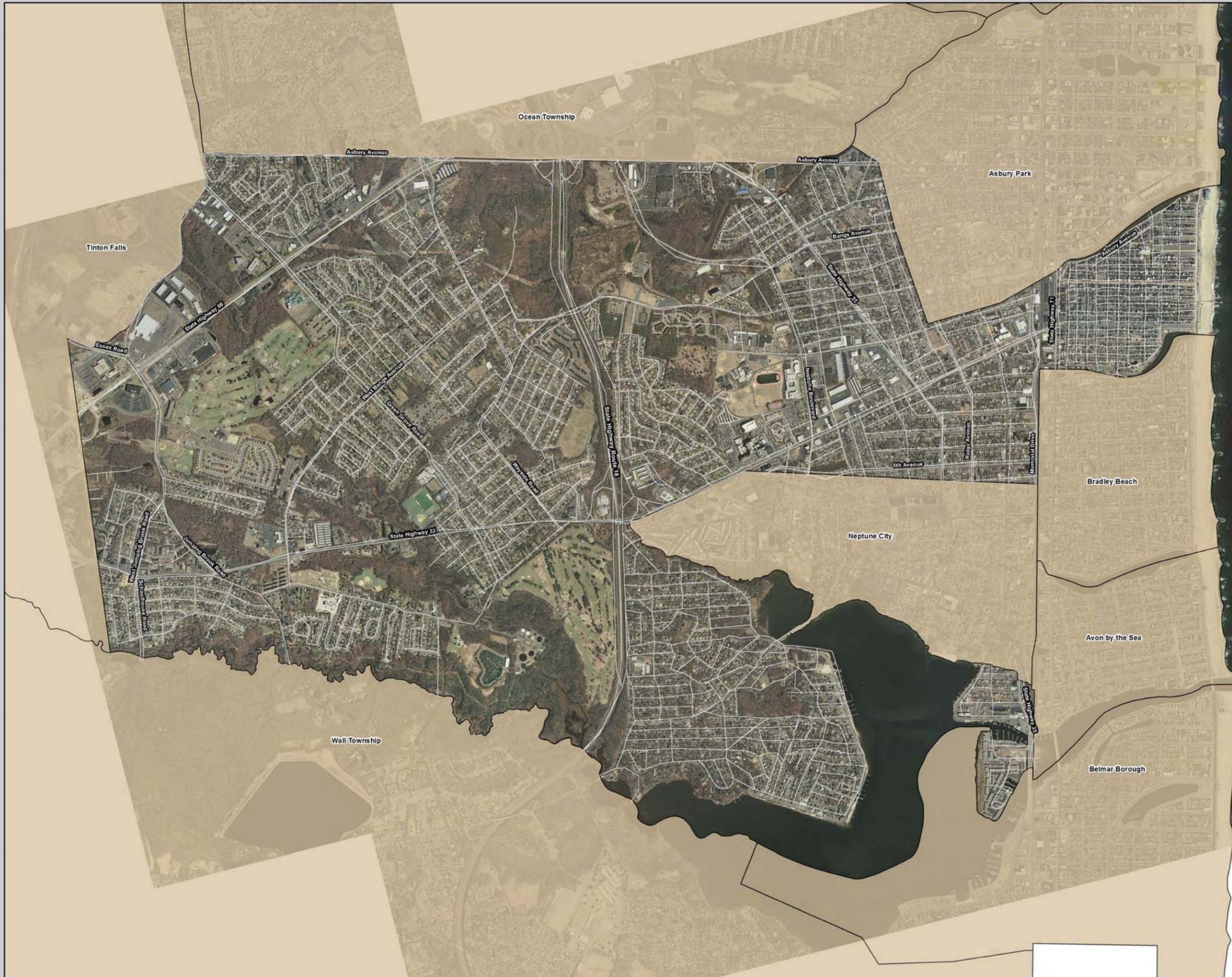
1. Foster convenient, efficient and safe movement of people and goods within and throughout the Township as well as to destinations outside of the community.
2. Provide appropriate access to the different uses of land and improve economic opportunities for residents.
3. Encourage pedestrian friendly communities.
4. Provide a means of economical, efficient and energy reduced transportation between key destinations in the Township.
5. Strongly encourage that adequate parking and loading is provided for residential and non-residential uses in accordance with the intent of the zoning district and general welfare.
6. Support alternative methods of transportation including pedestrian, vehicular, bicycle and mass transit.
7. Upgrade existing roads, drainage and applicable design standards where appropriate, when funding is available.
8. Establish an on-going process to identify and implement needed capital improvements that adequately develop, enhance, and maintain Township streets, drainage and circulation facilities and to provide barrier free design for the disabled.
9. Encourage and support the use, enhancement and improvement of public transportation and its related facilities.
10. Support the establishment and use of pedestrian corridors and bikeways (where appropriate), including bicycle paths and/or lanes, that link residential neighborhoods with community

facilities, parks, school, scenic corridors, commercial areas and public transportation routes where appropriate.

11. Incorporate design guidelines (where appropriate) into the public streetscape through features such as, but not limited to landscaping, ornamental street lampposts and fixtures and signage.
12. Coordinate with local, State and Federal entities to evaluate and improve coastal evacuation routes.
13. Identify areas of the Township for improved sidewalk and pedestrian circulation.
14. Coordinate with Ocean Township and Asbury Park to facilitate the planned widening of State Highway 66.
15. Support improvements to transportation facilities and systems essential to the Township's resident commuters who travel to employment positions outside the region as well as to non-residents who travel to employment opportunities within the Township.
16. Raise awareness of public transportation options, reduce dependency on automobiles and encourage alternate form of transportation.
17. Create sidewalk networks and promote traffic devices and designs, when funds are available. Enhance walk ability through Boulevard Design and other appropriate designs.

### **Vehicular Circulation**

Neptune's street system is generally organized in a grid pattern and modified grid pattern. The Township has a hierarchy of roads that serve different functions, as shown on **Figure 3, Circulation Map**. A discussion of the roadway classification system and a brief description of the mode and function of each major roadway, defined by its classification, are included below.



**FIGURE 3  
CIRCULATION MAP**

**TOWNSHIP OF NEPTUNE  
MONMOUTH COUNTY  
NEW JERSEY**



**Legend**

- Freeways and Expressways
- Major Arterials
- Minor Arterial Roads
- Collector Roads
- Local Roads



**CONSULTING & MUNICIPAL ENGINEERS**

3141 BORDENTOWN AVENUE, PARLIN, N.J. 08859  
 1460 ROUTE 9 SOUTH HOWELL, N.J. 07731  
 3759 ROUTE 1 SOUTH SUITE 100, MONMOUTH JUNCTION, NJ 08852  
 1 GREENTREE CENTER SUITE 201, MARLTON, NJ 08053

WWW.CMEUSA1.COM

DATE 08/17/2011	SCALE 1" = 1000'	CREATED BY JEC
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**Table 4.1**  
**Functional Classification of Roads**

<b><i>Freeway/Expressway:</i></b> Primary function is to serve through traffic and provide high-speed mobility. Access provided from major streets at interchanges. Limited or no access to abutting land uses.
<b><i>Major Arterial:</i></b> Intended to provide a high degree of mobility and serve longer trips than minor arterials. Principal function is movement, not access. Should be excluded from residential areas.
<b><i>Minor Arterial:</i></b> Interconnects and augments the major arterial system. Accommodates trips of shorter lengths. Operating speeds and service levels are lower than major arterials. Should be excluded from identifiable residential neighborhoods.
<b><i>Collector:</i></b> Provides both land access and movement within residential, commercial and industrial areas. Penetrate but should not continue through residential areas.
<b><i>Major Collector:</i></b> Primary function is to collect and distribute traffic between local streets and the arterial system.
<b><i>Minor Collector:</i></b> Primary function is to provide land access.
<b><i>Sub Collector:</i></b> Primary function is to provide inter-neighborhood traffic movement.
<b><i>Local:</i></b> Provide land access and can exist in any land use setting. Movement is incidental and involves travel to and from a collector facility.
Source: Transportation Land Development Institute of Transportation Engineers, 1988.

The reason for classifying roads in this manner is to establish a system of basic traffic flows, with highways accommodating major regional flows, arterials handling inter-municipal traffic as well as access to these highways, and collector roads distributing traffic to local streets. The two main shortcomings of the Functional Classification System (FCS) in an urban environment are that it does not consider other modes of transportation and does not consider roadway functions outside of access and mobility.

Access and movement are the two functions served by streets under the FCS. With respect to the lack of consideration of other road users, it is arguable that the hierarchy of movements on which the FCS is based is equally applicable to walking, cycling, public transit and the private motor vehicle. However, the facilities that would serve “main movement” for a motor vehicle are significantly different than the facilities serving the “main movement” for pedestrians. Generally speaking, the movement of motor vehicle traffic requires a smooth, direct and uninterrupted route and little in the way of amenities. In fact, clear zones at the side of the road are preferable for safety and convenience. The movement of pedestrian traffic is influenced much more by “comfort.”

The following section provides a description of the above categories and designates the streets in Neptune within these categories.

### **Freeways / Expressways**

Freeways or expressways are high speed, high capacity, limited access highways dedicated exclusively to the mobility of motor vehicles and provide no direct access to abutting properties. They generally cross large areas, often an entire state, and connect with the freeways of adjoining states. Design features include the separation of opposing traffic lanes by continuous center barrier or medium strip, and full access control and grade separation at intersections or interchanges, which are generally widely spaced. Expressways usually have right-of-way width greater than 150 feet to carry multiple lanes of traffic in each direction, and are generally designed for a capacity of between 1,000 to 5,000 vehicles per hour.

State Highway 18 is the only expressway traversing through Neptune Township with points of access at Asbury Avenue (County Route 16), State Highway 33 and State Highway 66. Asbury Avenue (County Route 16) is within the jurisdiction of Monmouth County, while State Highways 18, 33 and 66 are within the jurisdiction of New Jersey Department of Transportation (NJ DOT). Garden State Parkway (GSP), though not traversing through the Township’s limits, is another expressway located immediately to the west of the Township boundaries with a point of

access along State Highway 66 and State Highway 33. The GSP is under the jurisdiction of the NJ Turnpike Authority.

### **Major Arterials**

Major arterials serve high traffic volume corridors and carry a high proportion of the total miles traveled on a minimum of the total mileage within the overall road network. They are usually intersected at grade and utilize timed traffic signals, jug-handle intersections, center barriers, and lane markings to facilitate traffic flow. Principal arterial highways should have a design speed of 60 miles per hour and should be designed to carry traffic exceeding 10,000 vehicles per day. They function as a high-volume roadway that links various destination points within the Township as well as to neighboring municipalities that are typically under jurisdiction of the State.

Neptune's major arterials include State Highway 33, State Highway 35, State Highway 66 and State Highway 71. Each highway is under the jurisdiction of the New Jersey Department of Transportation (NJDOT).

### **Minor Arterial Roads**

The minor arterial system interconnects low order streets with the arterial roadways. This type of road can accommodate trips of moderate length and a lower level of travel mobility than those of principal arteries. This type of roadway places more emphasis on land access and less on traffic mobility than major principal arterials. The desirable right-of-way width for a minor arterial highway is 100 feet. Minor arterials should have a design speed, for alignment and sight distance purposes, ranging from 30 miles per hour up to 60 miles per hour and should generally be designed to carry traffic volume approaching 10,000 vehicles per day.

Neptune's minor arterial roadway system includes Memorial Drive (County Road 40), Asbury Avenue (County Route 16) and Sixth Avenue (County Route 2) and Neptune Boulevard. Memorial Drive (County Road 40), Asbury Avenue (County Route 16) and Sixth Avenue

(County Route 2) are under jurisdiction of Monmouth County, while Neptune Boulevard is under municipal jurisdiction.

### **Collector Roads**

The collector roads provide primary circulation within residential neighborhoods, commercial and industrial areas. A collector road serves community facilities, schools, recreation areas and commercial centers. This type of roadway generally connects the local road to the arterial system.

Neptune's collector roads include Ridge Avenue, Bangs Avenue, West Bangs Avenue, Wayside Road, Jumping Brook Road, Essex Road, West Jumping Brook Road, Schoolhouse Road, Old Corlies Avenue, Gully Road and Green Grove Road.

### **Local Roads**

Local roads include residential streets that provide access to adjacent properties and land uses. Typically local traffic is present, rather than regional and interstate. This type of roadway should not accommodate through-traffic with no origin or destination in the neighborhood that they serve. Commercial vehicle traffic is limited to delivery and service vehicles traveling to and from a local destination. Local roads within Neptune Township include all roads that are not listed above.

### **Residential Street Standards**

#### **Residential Site Improvement Standards (RSIS)**

These standards were originally adopted on June 3, 1997 and were recently revised on June 15, 2009. These standards were set forth to streamline the development approval process and improve the efficiency of the application process by providing a uniform set of technical site improvement standards for land development.<sup>1</sup> In addition, these standards provide the

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<sup>1</sup> State of New Jersey Department of Community Affairs website at <http://www.state.nj.us/dca/divisions/codes/offices/rsis.html>; accessed on October 27, 2010

municipality with a wide range of design freedom and promote diversity through performance-oriented site improvement standards.

### **Non-Residential Street Standards**

All streets not under jurisdiction of the State, County or those streets that do not fall within the provisions of the RSIS should encourage future improvement to acceptable planning and engineering standards. These roads should contain a stable road section and a paved all-weather surface that includes drainage, curbing, sidewalk and shade trees. Dedicated cartway and right-of-way widths should be based on the functional classification. Streets should be adequately illuminated in accordance with acceptable lighting levels and fixture mounting heights for various activity levels. Additionally, streets should be designed to encourage pedestrian ways and walk ability.

### **Mass-Transit Routes**

#### **Rail**

New Jersey Transit's North Jersey Coast Line provides train service to Newark, New York and Hoboken. This line extends from New York/Newark south through Union, Middlesex and Monmouth Counties to the northern border of Ocean County at Bay Head. Although the Township of Neptune does not have a train stations, residents can avail of rail facilities due to the close proximity of rail stations located in Asbury Park and Bradley Beach. Residents can obtain information regarding the train service online from the New Jersey Transit's website at [http://www.njtransit.com/sf/sf\\_servlet.srv?hdnPageAction=TrainTo](http://www.njtransit.com/sf/sf_servlet.srv?hdnPageAction=TrainTo).

#### **Bus**

New Jersey Transit's Route 836 bus, operating from Asbury Park Transportation Center to Freehold Township Centra State Medical Center, makes three (3) stops in Neptune Township. Commuters can transfer to New York City buses at the Freehold Center bus terminal located at Broad & Freehold Ave in Freehold Borough. Bus #135 runs from the Freehold Center through the Township of Marlboro and Matawan to the New York Port Authority. Weekday service is available five (5) times between 5:00 am and 7:10 am. Return service is available five (5) times

between 4:50 pm and 7:30 pm. Commuters can also transfer to a Philadelphia bus from the Asbury Park terminal. Bus route 317 runs from Asbury Park to Philadelphia via Ocean County every hour, seven days a week. The hours of service are between 8:00 am to 9:35 pm. Residents can obtain information regarding the bus service online from the New Jersey Transit's website at [http://www.njtransit.com/sf/sf\\_servlet.srv?hdnPageAction=BusTo](http://www.njtransit.com/sf/sf_servlet.srv?hdnPageAction=BusTo). In addition there is an Academy Bus line that runs from Ocean Grove to the Port Authority Bus Terminal in New York daily.

### **Other Forms of Public Transportation**

There are several taxi services located within Neptune Township and within one half mile of the Township's municipal boundary. These taxi services offer yet another mode of transportation to the members of the Neptune community.

In addition, Monmouth County offers several para transit alternatives through initiatives such as the Shared Ride, Medicaid and Brokered Employment Transportation Services (BETS) programs. These services are available to members of the Neptune through a combination of contractors and Monmouth County Department of Transportation (MCDOT) staff drivers and vehicles. More information of these programs can be obtained at Monmouth County Department of Transportation website at <http://www.visitmonmouth.com/page.aspx?ID=2900>. These programs are described individually below:

#### ***Shared Ride***

This service requires that clients make a 24-hour advance reservation for shared ride multiple-destination service. Senior citizens (60 and over) and disabled residents of Monmouth County are able to request service to a destination within the service area, with priority given to medical trips and food shopping. Service is available Monday, Wednesday, Friday and Saturday between 8:00 am and 4:00 pm and Thursday evenings, 4:00 pm to 9:00 pm.<sup>2</sup>

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<sup>2</sup> Monmouth County Department of Transportation website at <http://www.visitmonmouth.com/page.aspx?Id=2902>; accessed on October 27, 2010.

***Monmouth County Division of Transportation Special Citizens Area Transportation (MCDOT SCAT)***

This service requires clients who are seniors or persons with disabilities to make a reservation not more than 14 days in advance or less than 24 hours in advance. Transportation is provided for a variety of medical, educational, nutritional, and shopping trips.<sup>3</sup>

***Brokered Employment Transportation Services (BETS)***

This service provides transportation feeder service to existing public transportation systems, or in cases where these systems are non-existent, a ride within a reasonable distance from home to the work site. Service is available between 6:00 am-12:00 am, Monday through Saturday.<sup>4</sup> This service is funded by Monmouth County Board of Chosen Freeholders, and currently there is a waiting list. This service is available for persons with disabilities going to competitive employment.<sup>5</sup>

**Pedestrian and Bicycle Circulation**

Important elements of pedestrian and bicycle circulation include safety, security, convenience, continuity, comfort and aesthetics. The Township's primary goal for pedestrian and bicycle safety is to reduce conflict with motor vehicle traffic. Pedestrian security is a key factor of streetscape design.

The appeal of pedestrian areas encompasses the aesthetic design and "vitality" of a given space and can be improved with streetscape materials. Any future infrastructure projects within the Township should include (where appropriate) bicycle and pedestrian facilities.

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<sup>3</sup> Monmouth County Department of Transportation website at <http://www.visitmonmouth.com/page.aspx?Id=2902>; accessed on October 27, 2010.

<sup>4</sup> Ibid.

<sup>5</sup> Conversation with the Henry Nicholson, Director of Monmouth County Department of Transportation on October 27, 2010.

## **Recommended Improvements**

### **1. State Highway 66 Gateway**

This area contains several economic opportunities for the Township. The recent completion of improvements to Jumping Brook Road at the intersection of State Highway 66 were crucial for providing needed access to this area from State Highway 66 and the Garden State Parkway. Future growth within this corridor will necessitate the coordination of all planned improvements as part of the development of parcels in the “Golden Mile.”

### **2. State Highway 18 and State Highway 66**

This area of the Township is perceived as the gateway to Midtown from the north and the High Pointe – Route 18 Redevelopment Area. This area of the Township is a key component of the Township’s Economic Development Plan and the Midtown Neighborhood Empowerment Plan. The Township anticipates that all efforts will be made to facilitate access to this area including improvement to the Wayside Road intersection at State Highway 66. Improvements include widening of State Highway 66, and coordinating with federal and state agencies for widening the roadway.

### **3. Shark River Bikeways**

The Shark River Waterfront area should contain bicycle routes along the water on Riverside Drive and at the north and south concourses.

## **Recommendations**

1. Evaluate the Township’s major intersections, traffic control and sight triangles for safety, especially along the highway corridors.
2. Encourage the evaluation for maintenance repair of existing bridges/culverts with County and State agencies.
3. Evaluate the appropriateness of incorporating sidewalk and pedestrian circulation within the Township.

4. Establish safe crossings in retail, school, houses of worship, recreational facilities and other areas of high pedestrian traffic and mass transit.
5. Conduct a comprehensive parking study in the economic centers to establish existing conditions and projected parking solutions.
6. Investigate a way finding program for local points of interest and parking.
7. Create sidewalk networks and promote traffic devices and designs in order to encourage walkable pedestrian community, when funding is available.
8. Encourage shuttle service in area of bus routes to major arterials, and in areas of the Township containing limited parking facilities. Additionally, the Township should strive to provide bus service to businesses on State Highway 66 and other commercial corridors, to enable residents to access their work place.
9. Encourage evaluation for maintenance and capacity for roadways that are owned by County, State and other outside agencies.
10. Enforce parking in proximity to intersection and evaluate dangerous intersections causing accidents and coordinate with the police department to determine where warrants for signals may be required.
11. Encourage shared parking within the business district and provision of bike racks for new commercial development within the Township.
12. Evaluate the re-direction of bus routes to major arterials.

## **5. UTILITY SERVICE PLAN ELEMENT**

### **Introduction**

Utility services play a critical role in shaping the future growth of a municipality. The purpose of the Utility Service Plan Element is to ensure the existence of adequate infrastructure for the present and projected population of Neptune Township, without adversely affecting the environment or the community's quality of life.

Although the Utility Service Plan is not a mandatory Master Plan element, the Municipal Land Use Law (40:55D-28b(5)) describes the elements of a Utility Service Plan as follows:

A utility service plan element analyzing the need for and showing the future general location of water supply and distribution facilities, drainage and flood control facilities, sewerage and waste treatment, solid waste disposal and provision for other related utilities, and including any storm water management plan required pursuant to the provisions of P.L.1981, c.32 (C.40:55D-93 et al.).

This Utility Service Plan will review background data and assess current conditions to establish a baseline set of conditions for the utilities that are currently serving Neptune Township.

### **Utility Service Goals and Objectives**

The goals of the Utility Plan Element are to:

1. Continue to ensure that water, wastewater, electricity, natural gas, Internet and telecommunications services are reliable and of the highest quality to the maximum extent practicable.

2. Balance utility expansion with the goals for preserving open space, conserving natural resources, and protecting community character.
3. Continue to ensure that all Neptune residents and businesses have a reliable source of clean, safe drinking water.
4. The provision of sanitary sewer infrastructure should be consistent with the Township's Wastewater Management Plan, ensuring consistency with Monmouth County's overall Wastewater Management Plan as directed by the County and the NJDEP.
5. Encourage the protection groundwater and surface water resources from potential contamination as a result of sedimentation and pollutants carried by stormwater through street drains, detention basin outflows and streambed scouring, and also as a result of wastewater disposal systems.
6. Continue to improve infrastructure throughout the Township to minimize flooding.
7. Encourage the underground installation of above-ground utilities, wherever possible.
8. Promote an attractive visual environment in Neptune through the identification of appropriate locations for future utility installations as well as ensuring appropriate screening for above-ground utilities.
9. Encourage public and private actions that will conserve the Township's nonrenewable energy resources.
10. Promote and advance the integration of green technologies into the Township's land use planning and building construction process.

11. Encourage the protection of the integrity of the Township's public water supply including storage, treatment, and distribution systems.
12. Encourage the development of high technology infrastructure including fiber optic data transmission lines, digital switching stations, telecommunication facilities and high-speed Internet access.
13. Promote and advance the integration of green technologies into the Township's Land Use planning and building construction process.

### **Water Supply**

Neptune Township is entirely serviced by public water. Public water supply service in Neptune Township is provided by American Water, through its subsidiary, New Jersey American Water Company (NJAWC). Neptune Township is within the Shrewsbury System Area, with groundwater originating from the Potomac-Raritan-Magothy Aquifer (PRM) and surface water from the Glendola Reservoir, the Manasquan River/Reservoir, the Shark River, and the Swimming River/Reservoir. In 2010 alone, the NJAWC supplied 43 million gallons of potable water per day to the Shrewsbury System Area.

The NJAWC also releases annual Water Quality Reports for each of its service areas. The Shrewsbury System Area Water Quality Report specifies the quality of water provided by each of the public sources that comprise the System Area. The 2010 Report indicates that there were no violations in water quality as all water samples collected either met or surpassed all water quality standards established by the United States Environmental Protection Agency (EPA) and the New Jersey Department of environmental Protection (NJDEP). The 2010 Water Quality Report can be viewed in its entirety at: [http://www.amwater.com/files/NJ\\_1345001\\_CCR.pdf](http://www.amwater.com/files/NJ_1345001_CCR.pdf)

## **Drainage & Flood Control**

To assess drainage and flood control issues, Neptune Township has completed a comprehensive overview of its stormwater management policies and practices, and set forth a plan for the maintenance and improvement of these items within its Municipal Stormwater Management Plan (MSWMP), which was completed in 2007 and subsequently adopted by the Township of Neptune Planning Board as an element of its Master Plan. It was amended in 2009.

In addition to assessing flood prone areas in the Township, which occurs frequently due to its coastal location, The Township's MSWMP reviewed its existing stormwater management ordinances, and in turn provided preventative and corrective maintenance strategies to ensure the long-term effectiveness of its stormwater management infrastructure. In addition, the Township's MSWMP includes a mitigation section that provides specific stormwater management measures to which prospective developers (when deemed applicable by the ordinance) may contribute. Alternatively, prospective developers may complete stormwater management mitigation projects which have been identified by the Township in order to protect water quality, water quantity, and groundwater recharge within a reasonable distance and be reasonably close in terms of hydrology and hydraulics to the proposed development/redevelopment as possible.

As Neptune is an older, established community with very few undeveloped lots, there is little expectation that future development within the Township would impose a large increase in stormwater runoff volumes, or pollutant loads on the Township's waterways.

It should also be noted that the Township has drafted and adopted a Stormwater Control Ordinance (Ordinance No. 09-39), which will serve to enforce the principles, design standards and best management practices that Neptune has subscribed to within the MSWMP.

## **Sanitary/Storm Sewers**

Sanitary sewers are available to the entire Township, and the Township of Neptune Sewerage Authority is responsible for providing and maintaining the sanitary sewer and storm system, while the Ocean Grove Sewerage Authority provides sewage services to the Ocean Grove portion of the Township. The Township of Neptune Sewerage Authority also provides for sewage services for other municipalities in Monmouth County, including Bradley Beach, Avon by the Sea, Neptune City, Tinton Falls and Wall Township.

The Township of Neptune Sewerage Authority owns and operates an 8.5 M.G.D secondary trickling filter treatment facility with a stabilization pond as the polishing point, before sewage flow is directed and ultimately discharged one mile into the ocean via an outfall pipe. The Authority reported a daily average this year of 6.3 million gallons. It should be noted that the system consists of a regional pumping station, force main, ocean outfall and trunk line. Currently, all sewage from the western portion of the Township pumps their sewage to the Authority through a pump station. The Authority operates two inlet facilities and three parallel treatment trains, which provide the capability to distribute the flow of sewage for the most efficient treatment.

As noted above, the Ocean Grove Sewer Authority provides sewer service to the Ocean Grove portion of the Township. The Ocean Grove Sewer Authority contracts directly with the Township of Neptune Sewerage Authority, and have reserved 800,000 gallons per day. As this portion of the Township is essentially 'built-out' and much of it is historic in nature, which promotes preservation of the existing housing stock, it is not anticipated that there will be any significant further growth. As such, the currently reserved 800,000 gallons per day should remain adequate to serve the area.

### **Electricity and Natural Gas Supply**

In Neptune Township, as in many urbanized places in the United States, electricity and natural gas were traditionally supplied solely by quasi-public companies that had monopolies on the generation of electricity, the supply of natural gas and the transmission and distribution of both. In 1999, the New Jersey State Legislature passed a law permitting competition in the electricity and natural gas generation/supply markets. Currently, electricity is being provided to Township residents by Jersey Central Power & Light and natural gas is being provided by New Jersey Natural Gas.

### **Solid Waste Disposal**

Residential and commercial recycling is provided by the Township. Certain commercial generators in the Township contract with private haulers directly for the removal of their recycling waste, but they are required to submit tonnage reports to the Township to ensure that recycling is tracked.

Residential and commercial recycling is accomplished by pick-up once each week by the Township. Homeowners may also bring various recyclable materials to the Recycling Center located at the westernmost entrance to the Township's Public Works facility at 2201 Heck Avenue in the Township. Loose leaf yard waste is picked up curbside, every other week by the Department of Public Works.

### **Telecommunications Facilities**

The Township maintains the existing infrastructure to operate a modern telephone and broadband internet service to Township residence and businesses. Verizon is the largest local telephone service and DSL provider. Verizon's most current fiber optic network, FIOS, is not currently available in the Township. The cable television and broadband internet service infrastructure is owned and operated by Cablevision (Optimum Online), a company that provides cable television service in many communities in New York and New Jersey. The township should consider investigating fiber optic infrastructure with Verizon, as fast and reliable networks are necessary

for the high technology economy of the 21st century. The Township should investigate the feasibility of extending fiber optic networks into the Township environ.

### **Recommendations**

1. Preserve and maintain the existing utility infrastructure including public water, sanitary sewer and stormwater facilities.
2. Continue to improve and expand the existing resource recycling programs.
3. Formulate a comprehensive Solid Waste Plan.
4. Consideration should be made to install fiber optics as part of major road improvements and reconstruction.
5. Opportunities for the burial of overhead utility lines should be planned and implemented particularly in conjunction with road reconstruction and streetscape improvements.
6. Require new development to pay its proportionate share of any off-tract improvements for utility services, to the extent permitted by law.
7. Require existing above ground utilities to be relocated underground for redevelopment projects to the extent allowed by law.
8. Require co-location of new telecommunications facilities whenever feasible.
9. Recognize and address stormwater management in low-lying areas prone to flooding.
10. Encourage the development of high technology infrastructure including fiber optic lines, telecommunication facilities and adequate power supply.

## **6. COMMUNITY FACILITIES ELEMENT**

### **Introduction**

Community facilities are those buildings and services that provide support to the general public. Although community facilities are often provided by public entities, many times private and semi-private organizations also offer services to the general public. The Community Facilities Element is concerned with the current and future capacity of community facilities to serve the citizens of the township. In many ways, the quantity and quality of community facilities in a township is the most visible aspect of township government. The presence or absence of high quality community facilities has a direct influence on where people will choose to live, shop and locate a business. This element of the Master Plan serves to provide the framework for understanding the extent of public facilities and services offered in Neptune Township and how those facilities and services may be used and upgraded as a resource that improves the quality of life for current residents and businesses, while supporting future economic development efforts.

### **Goals and Objectives**

The following are the Goals and Objectives of the Community Facilities Plan Element:

1. Provide community facilities and services that protect the health, safety and welfare of the community and maintain a high quality of life for Neptune residents.
2. Support the expansion of the Township's healthcare services while maintaining the residential character of the area surrounding the Jersey Shore University Medical Center.
3. Encourage the creation of a Hospital Support Zone along the commercial corridors within the Township.
4. Explore the possibility of providing a Recreation Center.

5. Provide community facilities and services at appropriate and convenient locations that best serve current and future residents of Neptune.
6. Continue to seek funding opportunities that will enable the Township to update the equipment used by the emergency personnel where necessary or mandated by law.
7. Maintain a police presence throughout the Township through the substations, security areas and continue and encourage neighborhood watches in the community.
8. Encourage the continued expansion of Shared Services with surrounding municipalities, the Board of Education, the County and State when possible.
9. Continue to maintain appropriate police, fire and emergency services for Neptune residents.
10. Continue to provide high quality civic, library, medical and other community facilities to meet the broad ranging needs of the municipality.
11. Continue to investigate shared service opportunities between the Township and the Board of Education.
12. Continue to renew the Township's infrastructure where financially feasible.
13. Improve the availability of information about the services and facilities that are available to the Township residents.
14. Investigate the opportunity to expand public transportation services within the Township and throughout the region.

## **Neptune's Community Facilities**

An inventory of Neptune's community facilities includes the Municipal Complex, the Public Library, Schools, Senior Center, Township Department of Public Works, Emergency Medical Services, Office of Emergency Management, Fire Department, Police Department, Hospital and other Township community facilities. The Township also utilizes other facilities. As indicated in the Goals and Objectives, it is imperative that Neptune Township plan to provide community facilities and services at appropriate and convenient locations that best serve current and future residents of Neptune. An overview of the conditions of each of the Township's community facilities is included in the following section and **Figure 4** depicts the location of these facilities.

### **Municipal Complex**

Neptune Township's administrative offices and Police Department are contained in the Municipal Complex located at 25 Neptune Boulevard. This facility, located in the center of Neptune, is attached to the public library and is in close proximity to the high school, the middle school, an elementary school, the senior citizens center, senior housing, the hospital, the post office as well as the public works facility. The municipal complex was built in 1969, opened in 1970 and underwent a significant interior renovation in 2009. The municipal complex provides office space for various township departments including the police department, library, municipal court and the municipal jail. The complex is fully utilized by the Township's employees and is used as the site for various public meetings in the evening when Township offices are closed. The municipal complex includes two multi-purpose (training/meeting) rooms on the basement level that are available for meetings of agencies that provide services to the Township. The Township Committee Chambers are utilized for public meetings of the governing body and meetings of the various boards and agencies of the Township.

**FIGURE 4  
COMMUNITY FACILITIES MAP**

**TOWNSHIP OF NEPTUNE  
MONMOUTH COUNTY  
NEW JERSEY**



**Legend**

- Municipal Complex
- Schools
- Senior Center
- Department of Public Works including the Recycling Center
- EMS
- Office of Emergency Management
- Police Department
- Fire Department
- Hospital
- Municipal Marina
- New Jersey American Water Company
- Township of Neptune Sewerage Authority
- Ocean Grove Sewerage Authority
- Public Library
- Neptune Housing Authority
- Ocean Grove Auditorium
- Neptune Aquatic Center
- Michael T. Lakes Performing Arts Center
- Jersey Shore Arts Center (Old Neptune High School)
- Food Bank of Monmouth and Ocean Counties
- The Youth Temple
- VFW
- American Legion
- Elks

**Schools**

1. Neptune Township Early Childhood Center
2. Gables School
3. Green Grove School
4. Midtown Community Elementary School
5. Shark River Hills Elementary School
6. Summerfield Elementary School
7. Neptune Middle School
8. Neptune High School
9. Monmouth County Vocational School
10. High Technology High School
11. Holy Innocents Catholic School
12. Montessori Academy

**Fire Departments**

- District 1
1. Hamilton Fire Company
  2. Liberty Fire Company
  3. Shark River Hills Fire Company
  4. Unexcelled Fire Company
- District 2
5. E.H. Stokes Fire Company
  6. Washington Fire Company
  7. Eagle Hook and Ladder Fire Company



**CONSULTING & MUNICIPAL ENGINEERS**

3141 BORDENTOWN AVENUE, PARLIN, N.J. 08859  
 1460 ROUTE 9 SOUTH HOWELL, N.J. 07731  
 3759 ROUTE 1 SOUTH SUITE 100, MONMOUTH JUNCTION, NJ 08852  
 1 GREENTREE CENTER SUITE 201, MARLTON, NJ 08053

WWW.CMEUSA.COM

DATE 10/19/2011	SCALE 1 in = 1,000 ft	REVISED 01/11/2012	CREATED BY NJN
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## **Public Library**

The Neptune Township Public Library has been providing free public library services to the community for over 40 years and is located on the north end of the Municipal Complex. Although the facility is open to everyone, non-residents must pay a nominal fee to join. Membership is free for Neptune residents. The library hours are established to ensure the greatest possible convenience for residents of Neptune and include two nights and Saturday hours. The Library has a dedicated parking area within the Municipal Complex lot.

The Township Library maintains one of the best reference departments in the area and the interlibrary loan department permits patrons of Neptune's Library to borrow books not in its own collection. The Children's Department supports the public school curriculum and offers book clubs, story times and other programs. The library also offers Internet access through public computers and free wireless connectivity for personal devices. In addition to traditional library uses, the facility maintains the Neptune Archive, providing a repository for materials detailing the historic past of the community.

The business, employment, educational and recreational needs of the residents are continually met by the public library, which hosts computer classes for job retraining, employment help, literacy training, and provides space for community meetings and special events throughout the year.

## **Schools**

The Neptune Township School District is an independent legal entity operating under Title 18A, Education, of the Revised Statutes of New Jersey. The Township's public school system, with a student population of approximately 4,461, ranks as one of the largest suburban school districts in the State of New Jersey. With resources of close to 420 certified teachers and 17 administrators, the school district provides preschool and kindergarten through twelfth grade

education.<sup>6</sup> There are approximately one hundred sixty five (165) non-certified employees in support service positions.<sup>7</sup> The educational facilities include eight (8) schools and one (1) support services building which serves as an off-campus facility for Brookdale Community College. The district is organized in a preschool-5, 6-8, and 9-12 organization. The students are provided a variety of teaching experiences in one preschool Early Childhood Center; five elementary schools grades preschool-5; one middle school grades 6-8; and one high school grades 9-12.

The public educational facilities in Neptune are as follows:

- ***Early Childhood Center***

The Neptune Township Early Childhood Center, located on 11 Memorial Drive, was built in the spring of 2004 with the goal of offering a high quality education to three, four and five year-old students. The building has a multitude of features that are designed to meet the needs of young children. Each classroom has its own bathroom with toilets and sinks scaled to preschoolers. In addition, each room has age appropriate children's furniture, manipulatives, cubbies, sleeping cots, etc. Technology is available in each classroom with two student computers and one teacher computer.<sup>8</sup> In the 2008-2009 academic year, the school had an enrollment of 183 students, with an average class size of 12.1 students. The school enrollment in the 2008-2009 academic year has decreased from the previous 2005-2006, 2006-2007 and 2007-2008 academic years.<sup>9</sup>

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<sup>6</sup> Conversation with the Office of the Superintendent, Neptune Township School District on September 14, 2010.

<sup>7</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/narrative/25/3510/25-3510-000.html>; accessed on October 5, 2010.

<sup>8</sup> Neptune Township School District website, <http://www.neptune.k12.nj.us/neptuneschools/site/default.asp>; accessed on October 5, 2010

<sup>9</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/menu/25-3510.html>; accessed on October 5, 2010

- ***Gables School***

The Gables School, located on 1 Gables Court, was built in 1967 and underwent extensive renovations in 2000. The school currently houses approximately 400 preschool through grade five students. The Gables School has general education classes, self contained and inclusionary special education classes as well as an academic enrichment program in grades three through five. The LAUNCH (Learning Academics under New Curriculum Horizons) program services academically talented students from throughout the school district.

The Gables School offers a Cafeteria with onsite kitchen, a Gymnasium with a stage for student performances, small group instruction rooms for speech and related services, an art room, science room and music room. Two pieces of playground equipment allow for developmentally appropriate play for all ages. The Gables School shares the campus with the Neptune Middle School and Neptune High School. The school is secured with a video monitoring system with cameras inside and out with access cards for staff and internet access in all classrooms and two Smart Boards in the school.<sup>10</sup>

In the 2008-2009 academic year, the school had an enrollment of 413 students, with an average class size of 17.1 students. The school enrollment in the 2008-2009 academic year has decreased from the previous 2005-2006, 2006-2007 and 2007-2008 academic years.<sup>11</sup>

- ***Green Grove School***

The Green Grove School is located on 909 Green Grove Road within the westerly portion of Neptune Township. Facilities include a full-sized gymnasium, student cafeteria, production kitchen, renovated media center, and a new computer room, as well as specialty rooms for

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<sup>10</sup> Neptune Township School District website, <http://www.neptune.k12.nj.us/neptuneschools/site/default.asp>; accessed on October 5, 2010

<sup>11</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/menu/25-3510.html>; accessed on October 5, 2010

choral and instrumental music and art. The school offers a developmental program for students in grades preschool through five (5).<sup>12</sup>

In the 2008-2009 academic year, the school had an enrollment of 431 students, with an average class size of 19.6 students. The school enrollment in the 2008-2009 academic year has decreased from the previous 2005-2006, 2006-2007 and 2007-2008 academic years.<sup>13</sup>

- ***Midtown Community Elementary School***

The Midtown Community Elementary School located on 1155 Corlies Avenue houses students from grades Pre-K through 5. The recently constructed building contains pre K-5 classroom spaces and Pre-K-5 playground; six (6) special needs and three (3) bilingual / ESL classrooms; a Child Study Team, a Tools of the Mind early childhood teacher lab, an Environmental Science Lab, and a community recreation center. Further enhancements in the facility also include a police substation for the Neptune Township Police Department, community meeting spaces, parent center, health and wellness center, and an intergenerational tutoring center.<sup>14</sup>

In the 2008-2009 academic year, the school had an enrollment of 460 students, with an average class size of 18.4 students. Contrary to the above-mentioned Gables School and Green Grove School which also consist of preschool through grade five students, the school enrollment in the 2008-2009 academic year has increased from the previous 2005-2006, 2006-2007 and 2007-2008 academic years. In fact the school enrollment in 2008-2009, at 460 students, is a 35.4 percent increase from the school enrollment of 297 students in 2005-2006. However from 2005-2007 there was a gradual decrease in the number of student

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<sup>12</sup> Neptune Township School District website, <http://www.neptune.k12.nj.us/neptuneschools/site/default.asp>; accessed on October 5, 2010

<sup>13</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/menu/25-3510.html>; accessed on October 5, 2010

<sup>14</sup> Neptune Township School District website, <http://www.neptune.k12.nj.us/neptuneschools/site/default.asp>; accessed on October 5, 2010

enrollment with 294 students in 2006-2007 and 285 students in 2007-2008. This increased substantially to 460 students in the 2008-2009 academic year.<sup>15</sup>

- ***Shark River Hills Elementary School***

The Shark River Hills Elementary School located on 312 Brighton Avenue has enrollment of 412 students from Pre-K through fifth grade. The school enrollment in the 2008-2009 academic year has decreased from the previous 2005-2006, 2006-2007 and 2007-2008 academic years.<sup>16</sup>

The school building was expanded and renovated in December 1999 to include a new Media Technology Center, new academic classrooms and small group instructional support space. Additionally, there was an expansion in 2005 to include four additional preschool classrooms, a music/art laboratory, speech room, two small instructional support classrooms and a full size regulation gymnasium.<sup>17</sup>

- ***Summerfield Elementary School***

The Summerfield Elementary School, located on 1 Summerfield lane has an enrollment of 414 students from Pre-K through fifth grade. The school enrollment in 2006-2007 increased from the previous 2005-2006 academic year but then has subsequently decreased in the 2007-2008 and 2008-2009 academic years.<sup>18</sup>

Summerfield School is housed in a two year old, state of the art facility which has received multiple design awards. All the students from grades Pre-K through Grade 5, have access to the two Technology Centers, each containing 25 computers with internet access, and are

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<sup>15</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/menu/25-3510.html>; accessed on October 5, 2010

<sup>16</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/menu/25-3510.html>; accessed on October 5, 2010

<sup>17</sup> Neptune Township School District website, <http://www.neptune.k12.nj.us/neptuneschools/site/default.asp>; accessed on October 5, 2010

<sup>18</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/menu/25-3510.html>; accessed on October 5, 2010

scheduled for weekly computer instruction. Each classroom is equipped with at least 3 computers for in-class technology lessons for a total of approximately 116 classroom-based computers, all with Internet access.<sup>19</sup>

- ***Neptune Middle School***

Neptune Middle School is located on 2300 Heck Avenue in a 43 year old, renovated facility. It is in excellent condition, and the educational programs are taught in well-equipped, modern classrooms.<sup>20</sup>

The school contains a total of 852 students enrolled in grades sixth through eighth, with an average class size of 19.4. This is higher than the 18.4 average class size for the State. The school enrollment in the 2008-2009 academic year has decreased from the previous 2005-2006, 2006-2007 and 2007-2008 academic years.<sup>21</sup>

- ***Neptune High School***

The Neptune High School located at 55 Neptune Blvd, with a total enrollment of approximately 1,253 students enrolled in grades ninth through twelfth, with an average class size 23.2. This is higher than the 18.4 average class size for the State.<sup>22</sup> The School's Media Center serves as the centerpiece of academic studies, offering faculty and students the most up-to-date tools in computer technology. Additionally, the High School contains facilities such as the state of the art TV Production Studio and the Michael T. Lake Performing Arts Center.<sup>23</sup>

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<sup>19</sup> Neptune Township School District website, <http://www.neptune.k12.nj.us/neptuneschools/site/default.asp>; accessed on October 5, 2010

<sup>20</sup> Ibid.

<sup>21</sup> State of New Jersey Department of Education website, <http://education.state.nj.us/rc/rc09/menu/25-3510.html>; accessed on October 5, 2010

<sup>22</sup> Ibid.

<sup>23</sup> Neptune Township School District website, <http://www.neptune.k12.nj.us/neptuneschools/site/default.asp>; accessed on October 5, 2010

Neptune High School has established an academic partnership with Brookdale Community College and Georgian Court University that offers dual enrollment opportunities to the Neptune High School student, which enables students in grade 12 to enroll at Brookdale Community College and upon graduation from high school earn up to seven (7) college credits and a college transcript at no cost to the student. Additionally, 11<sup>th</sup> and 12<sup>th</sup> grade students at Neptune High School may enroll in the various Georgian Court University college courses hosted at Neptune High School at no cost to the student. This enables students completing the courses with a "B" average or higher to earn up to eighteen (18) credits upon their graduation from Neptune High School. The Neptune High School A.S.S.I.S.T. Academy, a Special Education alternative school, opened in the fall of September 2008, with the mission to relocate students from an off campus alternate school settings back to the High School. The Deaf Education program at Neptune High School is considered the premier program in Deaf Education in the State of New Jersey.<sup>24</sup>

In addition to its public schools, the students of Neptune have available to them the following schools:

- ***Monmouth County Vocational School***

The Monmouth County Vocational School District (MCVSD) is a vocational public school district in Monmouth County, New Jersey, United States, serving the need to provide area students with relevant skills to implement technology and to develop as life-long learners. The Academy of Allied Health and Science, located at 2325 Heck Avenue in Neptune, is a part of the MCVSD. The Academy prepares and motivates students to pursue further education towards a career in medical sciences through a rigorous specialized curriculum. The staff includes two full time guidance counselors and 31 teachers. The school building contains three computer labs and distance-learning capabilities. Each classroom is connected to a school-wide video retrieval system and a wide area network with internet access. Overall the Academy has been recognized as a Governor's School of Excellence, a New Jersey Star

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<sup>24</sup> Ibid.

School, a National Service Learning Leader School and an Intel/Scholastic School of Distinction. In 2007 the school received a NCLB-Blue Ribbon School Award from the U.S. Department of Education.

- ***High Technology High School***

High Technology High School (HTHS), a part of the Monmouth County Vocational School District (MCVSD), is a four-year vocational public high school located in Lincroft. HTHS represents a cooperative effort MCVSD and Brookdale Community College. It is a pre-engineering academy, offering courses such as Introduction to Engineering and Design, Computer Integrated Manufacturing, and Principles of Engineering. It is a member of the National Consortium for Specialized Secondary Schools of Mathematics, Science and Technology. In 2009, it was ranked 11<sup>th</sup> in US News and World Report's listing of "America's Best High Schools."<sup>25</sup>

- ***Holy Innocents Catholic School***

Holy Innocents School is a small Catholic Elementary School located on 3455 West Bangs Avenue in Neptune, which serves children from pre-kindergarten through eighth grade. The school provides additional services such as an After Care Program for working parents of students enrolled in the school. This program provides homework time, arts and crafts and other supervised recreational activities and is available at the school on regularly schedule school days from 2:10 PM up to 5:20 PM and on half days from noon up to 5:20 PM. Additional services include a professional social worker on staff as a counselor on part-time basis, full time nurse, secondary insurance for students during school time and all school sponsored activities, lunch program and athletics. Most importantly the school also provides special services for those identified as in need of attention in reading, mathematics, writing, speech, English as a second language and any other identified supplemental instruction.

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<sup>25</sup>High Technology High School website, <http://www.hths.mcvsd.org/>; accessed on September 17, 2010.

- ***Montessori Academy***

The Montessori Academy of New Jersey, located at 3504 Asbury Avenue in Neptune, is a privately owned pre-school which applies the Montessori Method to teaching. The Montessori Method is an approach to educating children based on the research and experiences of Italian physician and educator Maria Montessori, which is based upon her experimental observation of young children given freedom in an environment prepared with materials designed for their self-directed learning activity. The method itself aims to duplicate this experimental observation of children to bring about, sustain and support their true natural way of being.

## **Senior Center**

The Neptune Township Senior Citizens' Center is a model facility which serves the residents of Neptune Township who are sixty (60) years of age or older and their families. The facility is accessible and funding for its operations has been obtained from local and federal sources.

The Senior Center's Mission Statement is as follows;

*“Our mission is to maintain a premier facility, and a resource center, for educational, recreational, wellness and nutritional programs as well as volunteer opportunities, transportation reassuring telephone contacts, counseling, and support services, for seniors and their caregivers. Our goal is to meet the needs of all Seniors, homebound and independent, to ensure quality of life, to promote physical, emotional, and economic well-being and to encourage participation in all aspects of community life.”*

The available services include:

- Information and Referral Services
- Recreational Programs
- Educational Programs
- Lunch Program
- Outreach Services

- Health and Wellness Clinics
- Physical Fitness Programs
- Medical Form Assistance
- Caregiver Assistance
- Family Counseling
- Transportation Services
- Emergency Evacuation Shelter

Currently the Senior Center is evaluating future plans for expansion in both the size of the facility and services provided in close proximity to its current location. Senior Center is relocating from 1825 Corlies Avenue to 1607 Corlies Avenue. The new location contains a larger facility with additional parking and an ability to conduct more classes and programs.

### **Township Department of Public Works**

The Township of Neptune Department of Public Works Yard is located on a 17.58 acre site at 2201 Heck Avenue. Located within the Publics Works facility are the garages, vehicles, tools, equipment and administrative offices for the following departments within Public works:

- Road Department
- Solid Waste / Recycling Department
- Parks and Recreation and
- Sanitary Sewer Department.

In addition to the Township services the site maintains a six bay motor vehicle repair and maintenance garage is currently operated privately for the repair and maintenance of all township owned vehicles as well as shared service customers.

Two 12,000 gallon underground tanks hold the unleaded and diesel fuels that are dispensed to municipal and shared service vehicles from the fueling island using five dispensers.

A salt storage structure containing approximately 1,000 tons of salt and two tanks containing approximately 15,000 gallons of Calcium Chloride are located in the yard, for use in winter de-icing operations.

There are three gates or entrances into the Public Works Yard. The Eastern gate is used most often for access to the Public Works Offices. The center gate is used by the heavy equipment and trucks. The western most gate is used as the entrance to the residential recycling drop off center as well as public works vehicles bringing in large amounts of recyclables, brush and leaves for stockpiling “on the hill” in the rear of the property. In 2009 approximately 18,000 residential vehicles entered the recycling center. Recyclable material is inspected, accepted and stockpiled in roll-off containers and then transported by our vehicles to the recycling facility in Tinton Falls.

Brush and leaves are stockpiled for a short time “on the hill” and are then removed for recycling by a private contractor.

### **Emergency Medical Services**

Volunteer Emergency Medical Services to Township residents and visitors is provided by four (4) volunteer first aid squads. Each squad maintains a primary coverage area within one or more neighborhoods of Neptune Township, but all squads work in unison to ensure timely and professional Emergency Medical Services are available to our residents on a 24/7 basis. All first aid squad personnel train regularly to ensure continued compliance with all state and national regulations and standards of care for Basic Life Support services. The squads maintain the most modern equipment and remain abreast of the latest techniques. The majority of the funding for the first aid squads is raised through public solicitations, in addition to annual funding provided by the Township and the Fire Districts. The first aid squads in Neptune are actively involved in various Homeland Security initiatives and provide specialized services to Neptune Township and throughout New Jersey as part of the New Jersey Emergency Medical Services Task Force and various Monmouth County Office of Emergency Management programs. Specialized equipment currently provided by our volunteer emergency medical services include an incident

Rehabilitation Unit, a Water Rescue Unit, a Crash Extrication Unit, a Staging Area Management Unit and mass casualty response equipment.

### **Office of Emergency Management**

Pursuant to State and Federal regulations, large scale emergency response is coordinated under the Neptune Township Office of Emergency Management (OEM). The Neptune Township Office of Emergency Management is located within the Public Works facility and is comprised of several divisions including; the Local Emergency Planning Committee, the Hazardous Materials Response Team, the Special Operations Unit, the Field Communications Unit, a Mass Sheltering Team and a Community Emergency Response Team. The Neptune OEM adheres to the four principles of emergency management; Planning, Mitigation, Response and Recovery. The Township maintains a current and State-approved Emergency Operations Plan and is widely recognized as a leader in emergency management throughout the region. Neptune OEM maintains an emergency response headquarters at 2201 Heck Avenue which includes garage bays for the various emergency response units, a meeting room which can also be utilized as an Emergency Operations Center and a communications center which is utilized in support of large scale events. The Office of Emergency Management is funded by the Township in addition to receiving State and Federal grants.

### **Fire Department**

Two (2) Fire Districts oversee seven (7) firefighting companies that maintain six (6) firehouses within the Township of a round-the-clock schedule. All fire-fighting apparatus and equipment are of the latest design. In addition, a continuous training program keeps firefighting personnel abreast of the latest techniques.

Neptune Fire District #1 provides fire safety and response services to all areas of Neptune with the exception of the Ocean Grove Historic District. Neptune Fire District #1 maintains a daytime paid firefighting force to supplement the volunteer program. This fire district is comprised of

four (4) volunteer fire companies operating out of four (4) strategically placed firehouses. The four companies are the Hamilton Fire Company (Station 1) located at 16 Jumping Brook Road; the Liberty Fire Company (Station 2) located at 1518 Monroe Avenue; the Shark River Hills Fire Company (Station 3) located at 200 Brighton Avenue; and the Unexcelled Fire Company (Station 4) and the Career Division (Engine Company 34-74) located at 1120 Corlies Avenue.<sup>26</sup>

The firefighters within this district maintain their Emergency Medical Technician certification and assist the volunteer first aid squads with daytime call coverage. This fire district also participates in the Neptune Township Office of Emergency Management Special Operations Unit providing specialized rescue and response services to Neptune Township and our region of Monmouth County.

Neptune Fire District # 2 (commonly known as Ocean Grove Fire District) provides fire safety and response services to the Ocean Grove Historic District of Neptune, including all property within Neptune Township to the east of Route 71. The Ocean Grove Fire District maintains on daytime paid firefighter/inspector to supplement the volunteer program. This fire district is comprised of three (3) volunteer fire companies, E. H. Stokes Fire Company, Washington Fire Company and Eagle Hook and Ladder Fire Company, operating out of two (2) strategically placed firehouses. E. H. Stokes Fire Company and Washington Fire Company are both located at 50 Olin Street, while the Eagle Hook and Ladder Fire Company is located at 128 Main Avenue.<sup>27</sup>

## **Police Department**

Neptune is serviced by a well-trained police department. The police department headquarters are located in a wing of the newly renovated Municipal Complex, which includes a dispatch center as well as 911 services. In a partnership with the Neptune Housing Authority, the Police

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<sup>26</sup> Neptune Township Fire Department website, <http://www.neptunefiredept.org/index.html>; accessed on October 27, 2010.

<sup>27</sup> Conversation with Neptune Township Fire Department on October 27, 2010.

Department also maintains a community police substation in the Mid-Town neighborhood. In addition the Police Department maintains a substation in Ocean Grove.

The Police Department is a fully staffed, 24 hour/ 7 day-a-week operation. Its mission is to provide quality, professional police protection and services through a strong, integrated relationship with the community. The policing strategy of the department is that of proactive policing through community involvement. The department has slots for 74 officers.

All emergency communications for Police, Fire and First Aid are handled by 12 full time and four (4) part time dispatchers who also provide services to Neptune Township and the Borough of Neptune City. Six (6) police officers are also certified as communications/dispatch 911 operators and are used as needed. The Township also has a Shared Services agreement for prisoner processing in which the Neptune Jail is utilized by the Township, the Borough of Neptune City and the Monmouth County Sheriff's Department. The Township provides a jailer and facilities and the County provides transport to and from the County Jail. It is anticipated that the Township will execute a shared services agreement shortly to provide communications/dispatch services for Neptune City Police and Fire Department. The communications/dispatch will be provided by the Township of Neptune at the Township's police facility and is anticipated to occur on or about December 1st, 2010.

The Police Department utilizes an array of equipment to provide quality services to the community:

- Nineteen (19) marked patrol cars and sixteen (16) unmarked cars
- 4-wheel drive sport utility vehicles
- One (1) All Terrain Vehicles (ATV)
- One (1) prisoner transport van
- One (1) forensic van
- Two (2) multi use utility trailers.

Additionally the Department has four (4) undercover/unmarked vehicles and two (2) SEGWAYs.

The Neptune Township Police Department operates two police community substations, one in the Ocean Grove section of Neptune and the other at the Neptune Township Mid-Town Public School, on State Highway 33 and Atkins Avenue. These substations are not staffed full time.

*Crime*

**Tables 6.1** and **6.2** depict the number of property crimes and violent crimes in Neptune as compared to state and national statistics. The Federal Bureau of Investigation (FBI) estimated in 2009 that for every 100,000 inhabitants, 2,079 property crimes occurred in New Jersey and 3,036 occurred in the nation. Neptune property crimes totaled 1,713, well below the state and national average. In 2009 there were 191 violent crimes reported in Neptune Township. Of which, there were 109 reported cases of aggravated assault and 72 reported cases of robbery. This is lower than the rate of 351.2 violent crimes in the state and 473.5 in the nation. Larceny/theft and aggravated accounted for the largest percentages of crimes in Neptune.

**Table 6.1**

**Property Crimes Reported in 2009**

<b>Crime</b>	<b>Neptune</b>	<b>per 100,000 in NJ</b>	<b>per 100,000 in U.S.</b>
Burglary	380	427.9	716.3
Larceny/Theft	1,273	1,473.7	2,060.9
Auto Theft	60	178.1	258.8
Totals	1,713	2,079.7	3,036

Source: 2009 FBI Offenses Known to Law Enforcement,  
<http://www.fbi.gov/ucr/cius2009/offenses/index.html>; accessed on September 15, 2010

**Table 6.2**

**Violent Crimes Reported in 2009**

<b>Crime</b>	<b>Neptune</b>	<b>per 100,000 in NJ</b>	<b>per 100,000 in U.S.</b>
Murder	2	3.7	5
Forcible rape	8	12	28.7
Robbery	72	133.7	133
Aggravated Assault	109	162.2	262.8
Totals	191	311.6	429.5

Source: 2009 FBI Offenses Known to Law Enforcement,  
<http://www.fbi.gov/ucr/cius2009/offenses/index.html>; accessed on September 15, 2010

**Hospital**

The Jersey Shore University Medical Center, which is part of Meridian Health System, is located on Route 33 just west of the Municipal Complex on Neptune Boulevard. The hospital has been identified as the Central New Jersey Trauma Center and as such maintains a 661 bed acute care hospital (contains 613 beds and 48 bassinets for a total of 661)<sup>28</sup> and is known as a major teaching hospital and tertiary care center. This community facility provides comprehensive medical services including ambulatory care.

The presence of a major regional medical center in Neptune Township has a significant impact on the land uses and economic development in the community. The Hospital is the Township's

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<sup>28</sup> Email conversation with Meridian Health System on September 28, 2010.

largest employer and ranks number one among Monmouth County employers (9,700 employees). The presence of the hospital affects localized land use decisions in the neighborhood around the hospital through its operation and the desire of other health care providers to be in close proximity to the hospital for the convenience of their patients and staff.

### **Additional Community Facilities**

Along with the aforementioned services the Township maintains additional facilities that are available for to community. These facilities include:

#### ***Municipal Marina***

The Shark River Municipal Marina is a municipally owned facility located at 149 Riverside Drive in Neptune. The marina has facilities such as boat lift, boat ramp, fish cleaning station, ice, restaurant, restroom facilities, shore power, shower facilities, transient slips, vending machines, water hookup and winter storage. There is a mechanic available at this facility as well.

#### ***Recycling Center***

Neptune Township's Recycling Yard is located at the westernmost entrance to the Township's Public Works facility at 2201 Heck Avenue in Neptune. This facility is available only to the residents of Neptune Township and that proof of residency must be presented to enter the facility. The Township residents are permitted to dump solid waste six times a year, while no commercial vehicles are permitted to dump solid waste at the facility. The drop-off center accepts most typical recyclable materials associated with residential uses. The recycling center, however, does not accept construction materials, bulk roof shingles, industrial waste, bulk automotive parts, animals waste (unless contained within double bags), new and used motor oils,

petroleum based products, antifreeze, industrial waste, household hazardous waste, red bag waste, bulk automotive parts, dead animals and grass clippings.<sup>29</sup>

### ***Riverwalk***

The municipality is looking for funding to develop a walkway to provide limited public access along Shark River. The goal is to provide additional low impact access and waterfront linkages that will allow public access while not negatively affecting existing residents and property owners and enhance the existing walkway along the riverfront.

### ***The New Jersey American Water Company***

The American Water company, through its subsidiaries, provides water and wastewater services to approximately 16 million people in approximately 1,600 communities in the United States and in Manitoba and Ontario, Canada. Headquartered in Voorhees, NJ, they are the largest investor-owned water and wastewater utility company in the United States, and are the parent company to their nineteen state subsidiaries including the New Jersey American Water Company. NJ American Water Company serves approximately 2.5 million people, in 17 counties, in the State of New Jersey. In Neptune, the company is located at 611 Old Corlies Avenue.<sup>30</sup>

### ***Township of Neptune Sewerage Authority***

The Township of Neptune Sewerage Authority provides sewage service to Neptune Township and other municipalities in Monmouth County such as Bradley Beach, Avon by the Sea, Neptune

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<sup>29</sup> The Neptune Township Department of Public Works website, <http://www.neptunetownship.org/pages/public-works>; accessed on September 15, 2010.

<sup>30</sup> The New Jersey American Water Company, <http://www.amwater.com/njaw/>; accessed on September 15, 2010.

City, Tinton Falls and Wall Township. The Authority owns and operates an 8.5 M.G.D. secondary trickling filter treatment facility with a stabilization pond as the polishing point before discharging a mile into the ocean via an outfall pipe. The daily average this year has been 6.3 million gallons. The system also consists of a regional pumping station, force main, ocean outfall and the trunk line. Currently all sewage from the western portion of Neptune Township, while a portion of Neptune Township pumps their sewage to the Authority through a pump station. The Authority currently operates two inlet facilities and three parallel treatment trains (process units in series) which provide the ability to distribute the flow of sewage for the most efficient treatment.<sup>31</sup>

### ***Ocean Grove Sewerage Authority***

The Ocean Grove Sewer Authority, located at 25 Neptune Boulevard, provides sewage services to Ocean Grove section of Neptune Township. They contract with the TNSA and have reserved 800,000 gallons per day.

### ***The Neptune Housing Authority***

The Neptune Housing Authority, located at 1810 Alberta Avenue in Neptune Township, provides decent and safe rental housing for eligible low-income families, the elderly and persons with disabilities through HUD's public housing and the Housing Choice Voucher (Section 8) Program. More specifically, the Authority operates 345 public housing units for seniors and families and has the capacity to administer up to 317 vouchers through the Section 8 Program.<sup>32</sup>

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<sup>31</sup> Township of Neptune Sewerage Authority website [http://www.tnsa-nj.org/tnsa\\_info.htm](http://www.tnsa-nj.org/tnsa_info.htm); accessed on September 15, 2010.

<sup>32</sup> Township of Neptune Housing Authority website <http://www.tnha.org/index.html>; accessed on September 15, 2010.

### *Ocean Grove Auditorium*

The Ocean Grove Auditorium, built in 1894, is located in Ocean Grove, a historic district listed within the State and National Register of Historic Places.<sup>33</sup> The auditorium is a majestic structure with a seating capacity up to 6,000 persons. The auditorium continues to be used for Sunday services during Camp Meetings. The Auditorium continues to feature cultural events with past performances by Enrico Caruso, Marian Anderson, John Phillip Sousa and Peter, Paul and Mary. Seven US presidents, including Ulysses S. Grant, Theodore Roosevelt and Richard Nixon, and 27 out of the 28 New Jersey governors elected since its completion have spoken at the Auditorium. Additionally, the auditorium holds free organ concerts on the Hope-Jones pipe organ, one of the 25 largest in the world, every Wednesday and Saturday.<sup>34</sup>

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<sup>33</sup> <http://www.state.nj.us/dep/hpo/1identify/lists/monmouth.pdf>; accessed on September 15, 2010.

<sup>34</sup> The Historic Society of Ocean Grove website at <http://www.oceangrovehistory.org/Home.htm>; accessed on September 15, 2010.

### ***The Youth Temple***

The Young People's Temple, located in the Ocean Grove Historic District, has been serving the spiritual and cultural needs of Ocean Grove youth since 1874. The present structure replaced the structure built in 1887, which was destroyed by fire. This design of this structure is identical to the 1887 structure and contains two large multipurpose rooms including a gymnasium/theatre, a stage, office space, classrooms and a kitchen.<sup>35</sup>

### ***Neptune Aquatic Center***

The Neptune Aquatic Center is a 32,000 Sq. ft. facility containing a 335,000 gallon eight lane competition pool with accessibility for wheelchairs via a zero depth entry. The other features in the facility include a 12-foot diving well, a movable bulkhead offering both yard and meter courses, twelve cross-pool lanes, men's and women's locker rooms, Colorado Timing touch-pads and LED scoreboard. Separate seating for competitors and spectators is provided along with restroom facilities proximate to each section. The facility recycles water and heat and utilizes waterless urinals to help reduce water consumption and wastewater treatment. Membership is open to both Neptune residents as well as non-residents at slightly higher membership fees.<sup>36</sup>

### ***The Michael T. Lakes Performing Arts Center***

The Michael T. Lakes Performing Arts Center (PAC) is located at 55 Neptune Boulevard in Neptune Township and is a part of the Neptune High School. The Center can seat up to 1,500

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<sup>35</sup> The Historic Society of Ocean Grove website at <http://www.oceangrovehistory.org/HistoricBuildings/YouthTemple.htm>; accessed on September 15, 2010.

<sup>36</sup> Neptune Township School District, <http://www.neptune.k12.nj.us/11361031823290583/blank/browse.asp?A=383&BMDRN=2000&BCOB=0&C=53931>; accessed on September 15, 2010.

guests and includes make-up and dressing rooms, a large stage crafting and set design shop, professional lighting, stage controls and balcony seating.<sup>37</sup>

### *The Jersey Shore Arts Center*

The Jersey Shore Arts Center formerly known as the Old Neptune High School is located on Main Street and Main Avenue in the Ocean Grove section of Neptune Township. The Center has been established with a mission to ensure that the arts flourish within the community by providing a venue for artistic expression as well as opportunities for participation in theatre, music, art, dance and activities for all individual ages. It is owned and operated by the Ocean Grove Historic Preservation Society, a nonprofit, tax-exempt organization. The Old Neptune High School, a building constructed more than 113 years ago had fallen into a state of disrepair and was restored by the Ocean Grove Historic Preservation Society. The first phase, which included the first floor of the structure, was completed in 2000 with five newly renovated classrooms, restrooms, lobby, office space and a magnificent 400 seat theatre. This was followed by adding dressing rooms, costume and workshop rooms and kitchen area in the lower level of the building in 2001. Subsequently the second floor was restored and renovated to include a 200-seat balcony area to the theatre, two dance studios and a ballroom studio. Currently work is being conducted to restore the third floor to provide the facilities and service instruction to address the needs for the handicapped. To that end a Culinary School is planned to provide the facilities to equip students with a culinary skill to acquire employment or to enjoy life.<sup>38</sup>

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<sup>37</sup> <http://www.neptune.k12.nj.us/113610127184645140/lib/113610127184645140/NeptuneWinter07.pdf>; accessed on September 15, 2010.

<sup>38</sup> The Jersey Shore Arts Center website, <http://jerseyshoreartscenter.org/aboutus.htm>; accessed on September 15, 2010.

### ***The Food Bank of Monmouth and Ocean Counties***

The Food Bank of Monmouth and Ocean Counties, located at 3300 State Highway 66 in Neptune Township, has been established with a mission to provide access to food for as many people in need as possible and to eliminate hunger in the local communities. Although the Food Bank was established in 1984 in Spring Lake, the facility was relocated in 2001 to a newly constructed 40,000 sq. ft. building in Neptune Township. At the present time, the Food Bank serves over 270 pantries, soup kitchens and other feeding programs with over 5 million pounds of food annually. The Food Bank also operates a Culinary Training Program for people in need of better-paid jobs, a Kids Café and Backpack program for children, a Mobile Pantry, and Food Stamp Outreach Program. With the help of roughly 1,000 volunteers each year, the Food Bank's programs are truly a community effort, working to eliminate hunger by providing emergency food, skills training, outreach programs and advocacy for families in need.<sup>39</sup>

### **Municipal Programs**

The Township of Neptune also conducts the following municipal programs:

#### ***Neptune Township Municipal Alliance Program***

The Township of Neptune conducts the municipal alliance program to provide significant prevention programs for Neptune residents. The Alliance is coordinated by the Township's Recreation Director and is comprised of a group of local volunteers who oversee seven (7) different programs. The Alliance works closely with the Township Committee, Police Department and the Board of Education and has established relationships with other entities such as the Drug and Alcohol Advisory Board, Prevention First, Jersey Shore, University Medical Center and local faith-based organizations in order to provide and support best programs possible. The seven (7) programs in 2010 are as follows:

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<sup>39</sup> The Food Bank of Monmouth and Ocean Counties website, <http://www.foodbankmoc.org/>; accessed on September 15, 2010.

1. Alliance Elementary Program

This program explores choices and boundaries, wherein age appropriate preventive messages are provided for all Neptune Township's children in kindergarten and first grade.

2. Alliance Summer Program

This is an evening summer camp held in July, which had 75 Neptune youth aged nine up to 15. The camp schedule contained recreational activities as well as imparting life skills, including substance abuse preventive messages.

3. Families Talking

This is a monthly series of workshop conducted for Neptune families, wherein parents of children could discuss issues such as safe dating, anger management, substance abuse prevention, internet safety and other pertinent issues facing parents in the current times along with food and fun activities.

4. Peer Leadership

This is a mentoring program conducted by Neptune Township High school student leadership, wherein the school's student leaders provide preventive messages to their peers.

5. *New Beginnings*

This is a weekly Friday night meeting place for Neptune youth looking for a positive place to be with their peers. This program is operated by the Living Word Christian Fellowship located on 81 State Highway 35 in Neptune Township.

6. *Helping Hands*

This is a personal mentoring program for students in transition with parents and community support, which is a church run program operated by Christ Temple Church located on 150 Fisher Avenue in Neptune.

7. *GAP at Hamilton Jr. Ministry*

This program is aimed at building young leaders through positive peer and community relationships. This faith based program is operated by the Hamilton United Methodist Church located on 858 Old Corlies Ave.

***Neptune Township Economic Development Corporation Programs***

1. *Paint & Rehab Program*

The Neptune Township Paint & Rehab Program is a unique and innovative way to revitalize the Township by assisting low and moderate income residents improve and enhance the appearance of their homes. The Township provides the necessary materials and volunteers from World Changers, Coastal Habitat for Humanity and Missions 101 provide the labor such as painting services, rehab work and other types of improvements. This program is offered annually in the spring time to all income qualified, owner-occupied residents that are current on property and sewer taxes.

## 2. Façade Grants

The Neptune Township Economic Development Corporation administers the Façade Improvement Program. This program assists business owners through grants, low-interest loans and architectural assistance in an effort to significantly improve the facades of their properties.

### ***Neptune Township Neighborhood Preservation Program***

The New Jersey Department of Community Affairs and the Township of Neptune entered into a contract to provide rehabilitation and revitalization of the Bradley Park neighborhood in order to address housing needs within this target area. The Neptune Township Bradley Park NPP focuses on improvements to owner-occupied homes and commercial properties, improvements to public spaces and neighborhood amenities, and funding for resident organization events. These programs are designed to involve the community in highly visible neighborhood upgrades.

The following programs are offered to income qualified Bradley Park residents and business owners: Paint/Material Incentive Grants (up to \$1000 reimbursement for repair or replacement of doors, porches, railings, steps, walkways fencing, windows, storm doors, siding, gutters, downspouts, roof, shingles, driveway, painting and some landscaping), Housing Rehabilitation Grants (up to \$15,000 grant for major systems and code violations such as heating, electrical, plumbing systems, structural and roofing) and Commercial Façade Improvement Grants (up to \$2,500 with a 1:1 match for improvements to facades, sidewalks, signs and handicapped access improvements).

### **Policy Statement**

It is recognized that Neptune's future growth will mostly be in the form of commercial and industrial development rather than residential development. Anticipated growth can be accommodated either by maintaining and improving existing community facilities, or by constructing new facilities at infill sites in urbanized areas that will serve both established

neighborhoods and the overall Township population. While the prior Community Facilities Plan for Neptune Township (1992 and 2002) concluded that most facility deficiencies were found to be correctable without the acquisition of new sites, recent New Jersey Supreme Court decisions regarding recreational and educational facilities create opportunities for new, multi-use context-sensitive community facilities that serve the needs of all Township residents, with particular emphasis on the community's youth population.

### **Recommendations**

The Township has employed an incremental approach to the provision of municipal services as Neptune's population and services have remained relatively stable for some time. This is a fiscally prudent course and provides planning for the upgrading and expansion of community services, as they are needed. Several recommendations, however, are included for future planning efforts by the Township of Neptune. While Neptune currently provides its residents with an abundance of service facilities, there are a number of ways in which the Township could improve on and expand its community facilities. The following is a list of recommendations:

1. It is recommended that Neptune continue to maintain the Township's community facilities and review the feasibility of expanding services.
2. Implement the recommendations of the Circulation Element. As the functionality and accessibility of municipal services are often dependent upon traffic circulation patterns, the Community Facilities Plan Element should be consistent with the Circulation Element. Specific attention should be paid to the traffic and circulation control at the Township's recycling facility during peak hours, especially on Saturdays.
3. Investigate the potential for implementing a program with Township residents that would address and encourage the issue of the frequency of the use of the recycling facility by both patrons that live both within and outside the community.

4. Establish a Committee to examine other means of obtaining supplementary County and State grant funding. This will enable the Township to expand the range of grant opportunities and public improvements that are at the Township's disposal.
5. Investigate the potential for public/private funding opportunities for funding major public improvement projects.
6. On an ongoing basis, examine the Fire Company, Police Dept and Emergency Medical Services (EMS) staffing and equipment needs to determine what changes or improvements may be necessary.
7. Continue working with the Board of Education to ensure that Neptune maintains high-quality and high-achieving schools.
8. Improve the municipal website to be more user friendly for recycling, garbage collection, availability of facilities and other Township activities.
9. Investigate shared services to save on both space and costs.

## **7. PARKS, RECREATION & OPEN SPACE ELEMENT**

### **Introduction**

Open space areas, parks and recreational facilities are an important component in improving the quality of life for Township residents of all ages. Research shows that access to parks increases frequency of exercise. A group of studies reviewed in the American Journal of Preventive Medicine showed that “creation of or enhanced access to places for physical activity combined with information outreach” produced a 48.4 percent increase in the frequency of physical activity. The same studies showed that easy access to a place to exercise results in a 5.1 percent median increase in aerobic capacity, along with weight loss, a reduction in body fat, improvements in flexibility, and an increase in perceived energy. Researchers at the American Heart Association’s Conference on Nutrition, Physical Activity and Metabolism reported that children at high risk of obesity who live near parks and recreation areas are apt to participate in walking activities more often. In a Canadian study, the presence of nearby parks was strongly associated with girls walking to school and boys engaging in leisure walking. For every additional park located within a half mile of their home, the likelihood of walking to school more than doubled among girls and leisure walking increased by 60 percent among boys.<sup>40</sup> As noted within this section there is strong evidence that when people have access to parks, they are more likely to exercise, which in turn can reduce obesity and its associated problems and costs. Therefore it is imperative that every municipality provides adequate open space and recreational facilities to not only satisfy the needs but also contribute to the overall health and welfare of its residents.

The Park, Recreation and Open Space Element provides a basis for the Township to understand its current recreational resources that are provided by a number of entities including Neptune Township, Monmouth County, Ocean Grove Camp Meeting Association and the Neptune

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<sup>40</sup> Science Daily website at <http://www.sciencedaily.com/releases/2009/03/090312114757.htm>; accessed on October 27, 2010.

Township Board of Education. This Master Plan element will set forth the current and anticipated needs for facilities and programs in Neptune Township along with a plan to provide the necessary facilities.

The Township prepared an updated Park, Recreation and Open Space Master Plan in 1998. One of the primary purposes in preparing that document was to re-examine the goals and objectives of the previous Master Plan and modify them to reflect new and current recreation trends. These goals and objectives were included within the Parks, Recreation and Open Space Element of the 2000 Master Plan. The following section sets forth the updated goals and objectives of the 1998 and 2000 Plan.

### **Goals and Objectives**

The basic goal of the Neptune Township Parks, Recreation and Open Space Plan is to fulfill reasonable and affordable needs and demands for recreation and open space by present and future residents of the Township through acquisition, development, and maintenance of park and recreational facilities within the Township.<sup>41</sup>

The following are the goals and objectives of the Parks, Recreation and Open Space Element.

1. Provide adequate, appropriate and well-maintained and ADA accessible parks and recreational facilities that contribute to a high quality of life for Township residents.
2. Maintain compliance of all park and recreation sites with the guidelines and policies set forth by the U.S. Consumer Safety Products Commission and the American Society for Testing and Materials (ASTM). Each site should be audited by a Certified Safety

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<sup>41</sup> Township of Neptune Parks, Recreation and Open Space Master Plan, TownPlan Associates, 1982.

Inspector, and a program should be established for implementing all the required corrective measures.

3. Continue to plan for realistic capital improvement programs, for each existing park and recreation site, to provide continuous annual improvement towards the completion of the individual audits so that the recreational needs of the Township may be satisfied for today, tomorrow and through the next decade.
4. Protect parks, open spaces and recreation areas from commercial, industrial and residential encroachment.
5. Encourage the maintenance of parks and recreational facilities that are expanded or improved over time to reflect changes in demographic trends, recreational interests or facility use patterns.
6. Continue to work with the Board of Education, private recreation facilities and other entities to improve the availability and maintenance of recreation facilities to serve Neptune residents.
7. Continue to provide opportunities for both active and passive recreation in Neptune. Continue to seek funding sources that will enable the Township to acquire additional properties adjacent to existing parks or Board of Education facilities to link together parks and recreational facilities through a system of greenways, many of which should run along the Township's stream corridors and through other natural areas.

8. Encourage the provision of a diverse range of parks and recreational facilities that serve residents of all age groups and physical abilities.
9. Ensure easy and convenient access to parks and recreational facilities.
10. Link local, county and State parkland, open space and community facilities where possible.
11. Coordinate park planning with initiatives for farmland and open space preservation and natural resources conservation.
12. Maintain consistency with the Parks, Recreation and Open Space Master Plan adopted by the Township in 1998.
13. Educate the public to availability of private and non-public facilities.

### **Existing Park and Recreational Facilities**

Neptune currently has within its boundaries County Parks, Township parks, school recreation facilities and private recreational facilities. These parks and recreational facilities, including acreage and descriptions, are listed on **Table 8.1, Table 8.2 and Table 8.3**. The earliest park was Gables Park, which is located on Route 33, followed by Memorial Park, which was established after World War II. The Township has been acquiring and developing active recreational areas on a limited scale since 1960. The Township aggressively purchased and acquired new sites for

park development and open space preservation through the Green Acres Program in the eighties. Jumping Brook Park and Sunshine Village Park are the two products of this initiative.<sup>42</sup>

Many of the Township parks in **Table 7.1** are listed on the Township's Recreation and Open Space Inventory (ROSI). According to the ROSI, "a Local Unit which received a loan or grant from the State of New Jersey, Office of Green Acres, shall not dispose of or divert to a use for other than recreation or conservation purposes, any lands (1) acquired or developed with Green Acres or Federal Land and Water Conservation Fund assistance or (2) held by the Local Unit for recreation and conservation purposes at the 'time of receipt of Green Acres funds'." Thus, not only are Green Acres-funded properties protected, but any other recreational or conservation lands in existence in Neptune when Green Acres funds were first given to the Township are also protected under the ROSI statement. Examples of properties that appear on the ROSI include:

- Liberty Court Park
- Loffredo Pop Warner Fields
- Sunshine Village Park
- Beverly Way Ballfield
- Pittenger Playground
- Bradley Park
- Gables Park
- Shark River Hills Memorial Park.
- Fred Boenig Little League Complex.
- Midtown Commons Park
- Community Gardens

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<sup>42</sup> Park, Recreation and Open Space Master Plan. March 1998. Pg. 2.

Additionally, the ROSI also includes various parcels dedicated to the Township for conservation and/or drainage purposes.

As noted in Table 1, below, a portion of the Shark River Park, a county park is located within the boundaries of Neptune Township. This is a regional park with more than 957 acres along either side of the Shark River in Neptune and Wall Townships.<sup>43</sup>

**Table 7.1**  
**Existing County Parks**

	Acreage	Major Facilities, Key Features
Shark River Park (portion in Neptune Township)	210.31	Walking, biking, and equestrian trails; a pond for fishing and ice skating; restrooms and a port-a-john; picnic area, vending machine and a children's playground.
Shark River Golf course	165.74	Golf course
Subtotal	376.05	

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<sup>43</sup> Monmouth County Parks website at <http://www.monmouthcountyparks.com/>; accessed on September 21, 2010.

**Table 7.2** below, indicates the various Township and Neptune Board of Education’s facilities available in the Township.

**Table 7.2**  
**Existing Township and Board of Education Open Space, Parks and Recreational Facilities**

	<b>Acreeage</b>	<b>Major Facilities, Key Features</b>
<b>Township Parks</b>		
Loffredo Pop Warner Fields	7.19	Pop Warner football fields; Playground; parking
Division Playground	0.28	Playground
Bert Willis Field	10.28	Softball fields; Playground; Sand Volley ball; Horseshoe pits; Pavilion
Fred Boenig Little League Complex	9.82	Little League and Senior League Baseball Fields; Playground
Beverly Way Ballfields	2.4	Softball Field
Gables Park	2.4	Passive Park / 911 Memorial
Hillview Park	21.38	Playground
Liberty Court Park	1.9	Basketball facilities; Playground equipment
Pittenger Playground	3.7	Playground
Sunshine Village Park	28.9	Soccer Fields; Playground; Walking Track; Basketball Courts
Bradley Park	1.75	Playground / walking track / Basketball Courts
Boswell Park	0.53	Passive Park
Fireman's Park	0.53	Passive Park / Firemen Memorial
Founders Park	1.34	Passive Park / Memorial
Greenleaf Park	0.36	Passive Park

**Table 7.2 (cont.)****Existing Township and Board of Education Open Space, Parks and Recreational Facilities**

	<b>Acreage</b>	<b>Major Facilities, Key Features</b>
<b>School Facilities (continued)</b>		
Riverview Park	0.61	Passive Park / Gazebo
Broadway Gates Park	1.18	Passive Park / War Memorial
Shark River Hills Memorial Park	0.57	Playground
Subtotal	95.12	
<b>School Facilities</b>		
Green Grove School	11.4	Open Play Area (football practice); bituminous play area, Basketball Court; Playground equipment
Neptune High School; Neptune Middle School; Gables School	59.36	3 Baseball fields; 3 Softball fields; 7 Soccer fields; 5 Tennis courts; 4 Basketball courts; Playground equipment, small paved play area; open field; Turf field track; Swimming Pool
Midtown Community Elementary School / Early Childhood Center	10.64	Two (2) Playgrounds for Midtown Community Elementary School; One (1) Playground for Early Childhood Center; Open Field shared by two facilities.
Shark River Hills School	5.57	Playground equipment; in line hockey rink
Summerfield School	23.43	Football field; Turf field; Softball field; Soccer field; Playground equipment.
Subtotal	110.4	
<b>Ocean Grove Camp Meeting Association Recreation Sites</b>		
Ocean Grove Playground	1.6	Tennis courts, Shuffleboard courts, Bocce Courts; and Playground
Subtotal	1.6	
<b>Grand Total</b>	<b>207.12</b>	

In addition, the 1998 Parks, Recreation and Open Space Master Plan identify the following private recreational facilities within the Township of Neptune as indicated in **Table 7.3**, below.

**Table 7.3**  
**Existing Private Recreational Facilities**

	<b>Acreage</b>	<b>Major Facilities, Key Features</b>
Jumping Brook County Club	148	Golf Course
Shark River Hills Beach & Yacht club	-	Water sports
Shark River Beach & Swim club	-	Swimming club

**Park Standards**

The Planning Board had considered national standards for parkland and recreational facilities in order to begin to assess how much additional land and what types of facilities might be needed in Neptune in the future. There are few sources of parkland or facility standards available. The Board in the 1998 Park, Recreation and Open Space Master Plan had considered the nationally accepted National Recreation and Park Association's (NRPA) Public Recreation, Park, and Open Space Standards and Guidelines of 1983, which were later revised in 1995. National standards such as the NRPA are useful in that they provide the Planning Board with a sense of how the Township compares on average to other communities in terms of parkland and recreational facilities.

The NRPA no longer publishes area or facility standards for parks and recreation. The reality was that any one number was too high for some and too low for others. Ranges of number were so broad as to be useless.<sup>44</sup> In fact the previous NRPA publications caution that their standards are intended only as general guidelines, not as hard-and-fast rules. The NRPA report notes that use of population ratios (acres or facilities per 1,000 residents) is only one method for determining future needs; and that participation trends or demand projections can and should be used in the alternative. Thus, it is not the intent of the Planning Board to strictly abide by the NRPA standards, but to use the standards to examine the changes that have occurred since the adoption of the 1998 Park, Recreation and Open Space Master Plan and the 2000 Master Plan. In

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<sup>44</sup> Conversation with Bill Beckner, Research Manager, NRPA on May 20, 2010.

addition, to use these standards as the starting point for assessing Township's recreational needs on an ongoing basis.

### **Area to Population Ratio Method**

The NRPA has established park acreage and population benchmarks in their April 2010 Operating Ratio Study (ORS). The ORS has data by jurisdiction size and other categories that allow an agency to make comparisons with their peers. As mentioned earlier, these are not accurate at any level but the national. However they are far more accurate than the old NRPA standards.<sup>45</sup> The data has developed a ratio of park acres per 1,000 populations based upon the responses obtained from municipalities all over the nation. Based upon the responses and the total population, the ORS establishes a median, lower and upper quartile. Neptune had an estimated population of 29,067 in 2009. Therefore, applying standards applicable to municipalities with population of 20,000 to 49,999, provision of 6 acres per 1,000 would place the Township in the lower quartile, 11 acres per 1,000 in the median and 19 acres per 1,000 would place the Township in the upper quartile.<sup>46</sup> Compared to this standard, Neptune has a total of 7.13 acres per 1,000 persons, which places it in the lower quartile. **Table 7.4** below calculates the total acreage available per 1,000 people for the numerous recreational facilities within the Township. If we were to include the 210.31 of the portion of the County facility within Neptune's municipal boundaries, then the acreage per 1,000 people increases to 14.36 acres; thereby categorizing the Township slightly higher than the median.

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<sup>45</sup> Conversation with Bill Beckner, Research Manager, NRPA on May 20, 2010.

<sup>46</sup> Operating Ratio Study (ORS) using Jurisdiction Population, April 2010.

**Table 7.4**  
**Park Acreage**

	<b>Total Acreage</b>	<b>Total Acreage per 1,000 People</b>
Township Parks	95.12	3.27
School Facilities	110.4	3.80
Ocean Grove Camp Meeting Association Recreation Sites	1.6	0.06
<b>Total Acreage</b>	<b>207.12</b>	<b>7.13</b>
NRPA Standard <sup>1</sup>		6 to 19
1. NRPA, Park Acreage and Population Benchmarks. Operating Ratio Study (ORS). April 2010		

Overall the Township in conjunction with the Board of Education satisfies the Open Space and Active Recreation Area requirements based upon the Area to Population ratio method.

**Balanced Land Use Method**

The Balanced Land Use (BLU) method treats land as a finite resource that is consumed over time by development. The State of New Jersey Green Acres Program uses the balanced land use method to estimate the minimum amount of land that Federal, State, County and municipal government should set aside as public open space. This is based upon the amount of developed and developable land within a County or municipality. This approach identifies the minimum amount of land that should be permanently dedicated as public open space and be available for direct public access. It does not include open space protected through conservation easements, land use regulation and other mechanisms that do not permit public access. A BLU method is a preferred method for establishing long range goals.

Enclosed below is a description that shows the Balanced Land Use guidelines that are established by the State Green Acres program. It should be noted that although this system allocates a certain percentage at a government level, these are not rigid standards and that one government level may pick up the burden of another by providing land that exceeds its minimum goal for

recreation land. As per the New Jersey State Comprehensive Outdoor Recreation Plan (SCORP), municipal and county governments provide local recreational opportunities for their residents, while the State and Federal authorities assume a broader responsibility of providing recreational opportunities in natural resources (such as Pinelands in New Jersey), other cultural resources and significant state and national landmarks.

**Table 7.5**  
**State Green Acres Program Balanced Land Use Standards**

Jurisdiction	Open Space Guideline (%)
Municipal	3% of the developed and developable area of the municipality
County	7% of the developed and developable are of the County
State	10% of the area of the State
Federal	4% of the State
*Developable areas exclude various environmental constraints and federal and State owned open spaces.	

This Plan makes an assumption that the entirety of the municipality is developable; therefore Neptune has an area of approximately 8 square miles which results in an open space requirement of 142 acres. Currently the Township owns approximately 205.58 acres as per the ROSI, however as indicated in **Table 7.2**, there are approximately 207.12 acres of Township and Board of Education lands dedicated for recreational purposes, which exceeds the open space requirement of 142 acres as per this method.

**Standards for Park Types**

According to the NRPA, residents need a mix of small pocket parks, school or neighborhood parks, and community parks.

***Mini-Park / Playground***

Mini-park generally ranges from 2,500 square feet to 10,000 square feet but sometimes could increase up to an acre; provide a local place for residents to stroll, visit with neighbors, walk the

dog, and take the kids to use the playground; typically do not have large recreational facilities like regulation-size baseball fields; mostly serve nearby residents who live within walking distance.

### ***School or neighborhood parks***

One to five acres and containing playing fields, tennis courts, basketball courts, and other recreational facilities that attract residents from throughout a neighborhood. People are generally willing to make use of the local schoolyard or neighborhood park, even if it isn't within walking distance, because it provides more space and a wider range of facilities than a pocket park.

### ***District parks***

Usually 15 to 25 acres; attract residents from throughout the community or municipality, because they offer particularly large open space areas and/or they have unique facilities not found elsewhere in the community (e.g., a swimming pool, a golf course, a playing field with stadium seating, a track, hiking trails, etc.).

### ***Community Parks***

Usually containing 25 acres or more, with at least two-thirds of that area developed for active recreation purposes. Community facilities typically offer both park and playground areas with a variety of active and passive recreation uses. Primary requisites are outdoor fields for organized sports in conjunction with indoor spaces for various sports, activities and programs. Typically access is via vehicles thereby requiring on-site parking facilities.

***Regional Parks***

Usually greater than 250 acres in area and are not necessarily located within the Township. Such parks offer recreational facilities on a regional basis to a population located within an hour’s driving time. Facilities include water recreation, camping, hiking, nature study and historic study.

***Special Areas and Facilities***

Special areas and facilities are public parks and open space areas not usually associated with the other five types of park facilities. They commonly have a unique function or are identified by a dominant feature or activity. They include parkways, beaches, public and quasi-public play areas, historical sites, floodplains and public open space features which serve and benefit the entire community.

**Table 7.6  
Existing Parks and Recreational Facilities, by Function**

<b>Green Space</b>	<b>School or Neighborhood Park</b>	<b>District Park</b>	<b>Regional Park</b>
Division Playground	Loffredo Pop Warner Fields	Bert Willis Fields	Shark River Park
Hillview Playground	Beverly Way Park	Sunshine Village Park	
Gables Park	Green Grove School		
Pittenger Playground	Fred Boenig Little League Fields		
Riverview Park	Neptune High School		
Founders Park	Neptune Middle School		
Firemen's Park	Gables School		
Greenleaf Park	Memorial Park		
Boswell Park	Shark River Hills School		
Broadway Gates Park	Summerfield School		
	Midtown Elementary School / Early Childhood Center		
	Liberty Park		
	Ocean Grove Playground		
	Bradley Park		

**Table 7.6** above, which organizes Neptune's parks into four categories, reveals that the Township has numerous school or neighborhood parks but does not contain any community

parks. In fact the 1998 Park, Recreation and Open Space Plan notes that approximately 140 acres of community parks is required in Neptune<sup>47</sup>, while the Township does not contain such facilities. This is applicable even today. Additionally, a substantial portion of the neighborhood parks are school parks. It should be noted, however that the Township contains the Shark River Municipal Marina, which is a specialty recreational area. This is discussed in detail in this Plan Element and also within the Community Facilities Plan Element.

### **Standards for Recreational Facilities**

The facility standards set forth within the NRPA were examined by the Planning Board and indicated within **Table 7.7**, below.

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<sup>47</sup> Park, Recreation and Open Space Master Plan. March 1998.

**Table 7.7**  
**Recreation Facility Standards**

<b>Facility Type</b>	<b>NRPA Standard</b>
Badminton Court	1 per 5,000
Baseball Field, 90 ft	1 per 5,000
Baseball Field, 60 ft	1 per 5,000
Basketball Court	1 per 5,000
Community Center	No standard provided
Field Hockey	1 per 20,000
Football Field	1 per 20,000
Golf Courses	
9-hole	1 per 25,000
18-hole	1 per 50,000
Handball Court	1 per 20,000
Horseshoe Pit	No standard provided
Lacrosse Field	No standard provided
Lawn Bowling	No standard provided
Playground	No standard provided
Shuffleboard Court	No standard provided
Skating Rink	
Indoor	1 per 100,000
Outdoor	depends on climate
Soccer Field	1 per 10,000
Soccer Field Junior <sup>1</sup>	no standard provided
Softball Field	1 per 5,000
Squash Court	no standard provided
Swimming Pool	
Outdoor	1 per 20,000 <sup>2</sup>
Indoor	no standard provided
Tetherball Circle	no standard provided
Tennis Court	1 per 2,000
Tot lot	no standard provided
Track & Field	1 per 20,000
Volleyball Court, indoor or outdoor	1 per 5,000
Wading Pool	no standard provided
1 Smaller than regulation size.	
2 Facility must be large enough to accommodate 3-5% of the population at any one time.	

As per the 1998 Park, Recreation and Open Space Master Plan, the Township exceeds the above-mentioned national standards with respect to the provision of facilities such as basketball courts, softball / little league fields, lighted softball / little league fields and soccer fields. The Township is deficient in the number of baseball fields, tennis courts, volley ball courts and a community center.<sup>48</sup> Since the preparation of the Plan, the Township lost schools such as the Ridge Avenue School and Whitesville School that contained five (5) basketball court and three (3) fields and other recreational facilities. The Township added the Midtown Community Elementary school and the Early Childhood Center, which contains a total of three (3) playgrounds and an open field. Overall there appears to be a continued need to provide active recreational facilities within the Township of Neptune.

### **Other Recreational Facilities**

#### **Senior Center**

The Neptune Township Senior Citizens' Center is a model facility which serves the residents of Neptune Township who are sixty (60) years of age or older and their families. The facility is accessible and funding for its operations has been obtained from local and federal sources.

The Senior Center's Mission Statement is as follows;

*“Our mission is to maintain a premier facility, and a resource center, for educational, recreational, wellness and nutritional programs as well as volunteer opportunities, transportation reassuring telephone contacts, counseling, and support services, for seniors and their caregivers. Our goal is to meet the needs of all Seniors, homebound and independent, to ensure quality of life, to promote physical, emotional, and economic well-being and to encourage participation in all aspects of community life.”*

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<sup>48</sup> Park, Recreation and Open Space Master Plan. March 1998.

The available services include:

- Information and Referral Services
- Recreational Programs
- Educational Programs
- Lunch Program
- Outreach Services
- Health and Wellness Clinics
- Physical Fitness Programs
- Medical Form Assistance
- Caregiver Assistance
- Family Counseling
- Transportation Services
- Emergency Evacuation Shelter

Currently the Senior Center is evaluating future plans for expansion in both the size of the facility and services provided in close proximity to its current location. Senior Center is relocating from 1825 Corlies Avenue to 1607 Corlies Avenue. The new location contains a larger facility with additional parking and an ability to conduct more classes and programs.

### **Municipal Marina**

The Shark River Municipal Marina is a municipally owned facility located at 149 Riverside Drive in Neptune. The marina has facilities such as boat lift, boat ramp, fish cleaning station, ice, restaurant, restroom facilities, shore power, shower facilities, transient slips, vending machines, water hookup and winter storage. There is a mechanic available at this facility as well.

### **Township Lakes**

Fletcher Lake and Wesley Lake, located within Neptune Township, provide recreational opportunities to the Township residents. The Township owns portions of both the lakes at the north and south borders of Ocean Grove. Wesley Lake is at the northern boundary of Neptune-Ocean Grove with Asbury Park and Fletcher Lake is at the southern boundary of Neptune-Ocean

Grove with Bradley Beach. The lakes in the past have served as viable passive and active recreation resources. The lakes provided opportunities for recreational activities such as ice skating, fishing, paddle boating, walking and just relaxing by the lake side.

The Wesley Lake Commission, which is comprised of various citizens and representatives from the surrounding municipalities, is active in maintaining and working on funding for projects for the lake. The Township of Neptune works in conjunction with the Wesley Lake Commission in order to obtain funding for certain projects. Currently both the Commission and the Township are working together to repair and replace the existing concrete retaining wall that borders Wesley Lake on the Neptune Township side. Additionally the Township contains Alberta Lake, which is owned by the Township, and was previously utilized for ice skating and various other activities.

### **Other Recreational Programs**

The Township of Neptune Recreation Department supports various sports as well as non-sports related recreational activities for children and families at various locations within the municipality. Physical activity programs at Sunshine Village Park include spring and fall soccer programs, a walking program and USSI Multi Sports Camp, as well as movies in the park. The Township holds Volleyball at the Middle school, Cops vs. Kids Basketball Program, Open Gym Basketball, a tennis program, indoor soccer clinic and summer track at a Neptune School; and Bidy Basketball at various Neptune Township schools. Additionally the Township hosts sponsored sport programs at Good Sports, USA in Wall Township, and Little League Girls Softball and Baseball at the Fred Boenig LL Complex in Neptune. The Township also holds Pop Warner Cheerleading and Football at the Football Complex in the municipality. Regarding water sports, the Township holds canoeing/kayaking along Shark River and sailing program at the Belmar Harbor. The Township holds golf sessions at the Twin Brook Golf Course in Neptune and bowling at Bradley Lanes in Bradley Beach.

The Township hosts the annual Easter Egg Hunt at the Bert Willis fields, along with Cops vs. Kids Baseball Game. Additionally the Bert Willis Fields holds pony grooming, offered through

Neptune Township Recreation in conjunction with Equishare / Ponyshare of Califon, NJ. The Township holds annual events such as Halloween, Holiday Tree Lighting and Neptune Day at a Neptune School, the Municipal Complex and Neptune Boulevard, in that order.

The Recreation Department holds fitness programs such as Yoga and Exercise to Music at a Neptune School and at the neighboring Neptune City Community Center. Additionally Neptune schools also hosts various events such as Bingo Nights, Family Fun Nights, Line Dancing, Mad Science Camp, Magic Camp/Workshop, Summer Art Camp and Summer Recreation on behalf of the Recreation Department. The Township holds the annual Touch-a Truck event at the High School Annex located on 60 Neptune Boulevard. This event offers children of all ages, an opportunity to explore the vehicles such as fire trucks, ambulances, construction vehicles, etc. Additionally, the Recreation Department holds the various Municipal Alliance programs in Neptune's schools and churches, while the Municipal Alliance meetings are held in the Township's library. The Community Facilities Plan Element provides a detailed explanation about the Municipal Alliance programs. An Acting Program is held at the Hamilton United Methodist Church. Therefore as indicated within this section, the Township of Neptune Recreation Department holds numerous recreational activities for the residents at various locations within the municipality and in proximate municipalities such as Wall Township, Neptune City and Bradley Beach.

### **Evaluation of Recreational Facility Needs**

The 1998 Park, Recreation and Open Space Master Plan was reviewed to identify the issues noted within that document, which are mentioned herein. There is a general conflict between the Board of Education and the recreation department for the limited use of the gymnasiums. The Bradley Park area is in need of a park and/or playground facility to adequately service the area. The northwestern Midtown Neighborhood is in need of further recreational facilities. In particular, residents expressed a desire for outdoor basketball courts. The Midtown School is a feasible location for additional outdoor recreational facilities, including outdoor basketball courts. Residents of Shark River Hill expressed a desire to incorporate a recreation center, tennis courts, a swimming pool and a gymnasium within the Township's facilities. It was observed that the residents of Shark Hills travelled an average of three miles and ten minutes in order to utilize

their desired recreational needs and that the Fred Boenig Little League fields were the most utilized facility.<sup>49</sup>

As mentioned earlier the Board of Education and Neptune Township share recreational facilities; therefore the 1998 Park, Recreation and Open Space Master Plan surveyed the residents living in areas proximate to Neptune schools. The Summerfield School area residents noted travelling about five minutes or about an average of two and a half miles to their most commonly used recreation facility, and requested adding a community youth center and a bicycle trail system within the Township's recreation program. Gables School respondents noted gymnastics, a swimming pool, a community building and basketball and volleyball courts as the most sought after recreation programs, and noted actively participating in soccer, softball, little league, basketball and summer recreation programs. Basketball, soccer and swimming were the most popular recreational activities, and additional basketball, tennis and softball facilities were listed as the most desired recreational facilities by High School questionnaire respondents. These respondents, at 15 hours a week, were the ones that spent the most time in recreational activities. They spent an average travel time of 17 minutes to utilize their most commonly used recreational facility located approximately 3.25 miles from the area.

Regarding senior citizens, the Plan identified that there appeared to be a lack of non-sports oriented recreational programs that involved interaction between parents/grandparents who watch their children. There was a need for more arts and crafts oriented programs. Inadequate passive recreational facilities such as trails for bicycles and walking along with additional tennis courts were concerns identified by the seniors. Additionally, the residents belonging to the different user and age groups expressed concerns regarding security and accessibility to the various park sites.

Currently, there is a need for a fitness center and outdoor fitness equipment, a spray park etc. Additionally, there is a need to provide bike trails.

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<sup>49</sup> Park, Recreation and Open Space Master Plan. March 1998.

### **Efforts to Publicly Preserve Open Space and Enhance Recreation**

The Township of Neptune understands the need to preserve open space and provide adequate recreational facilities whenever the opportunity and funding presents itself. In fact the Township's commitment to open space and recreational activities is also evident in that the Township maintains a Recreation Department, an Environmental Commission and an active Recreation Committee. However, facilities do need to be upgraded over time, and Neptune is no exception to this rule.

### **Preservation Tools**

There are a number of different techniques that can be utilized by Neptune in order to generate funds to upgrade existing recreational facilities, or acquire additional lands to preserve as open space or utilize for as additional recreational space. Some of these techniques are more valuable tools than others, while some are more economically feasible but may not provide permanent preservation. The following are examples of some techniques for acquiring open space that the Township may consider:

***Fee Simple Acquisition*** – This type of acquisition is the outright purchase of a property at fair market value from a willing seller. This type of land acquisition is typically the most expensive preservation tool.

***Tax Foreclosure*** – This preservation occurs when a parcel falls under Neptune's ownership through tax foreclosure. The Municipality can consider holding a foreclosed property for conservation or recreation purposes if it is suitable for such uses.

***Easement Rights*** – A municipality can purchase easement rights from a landowner for conservation or agricultural easements. Easements may be purchased for the purposes of establishing a greenway or trail through a property, to maintain a scenic vista, to preserve a natural landscape or to purchase the development rights for farmland preservation. Easement rights are typically less expensive than fee simple acquisitions and allow landowners to keep

their land. Depending upon the type and flexibility of the easement, the municipality may continue to collect property taxes on the land.

***Installment Purchases*** – The municipality can utilize funds from the Open Space Trust Fund to purchase a property for conservation/recreation over a period of time. In this case, the Township allocates the agreed upon purchase price through a series of installments. The property owner may receive interest on the unpaid balance and may qualify for tax credits.

***Lease-Back Agreement*** – This type of agreement is beneficial if a property owner wants long-term preservation of a property, but wishes to maintain use of the property for a period of time. The Township may purchase a property and then lease it back to the original owner or another association for use. A life estate can also be utilized in this type of situation.

***Land Donation*** – This is an ideal situation for the Township but is also a rare occurrence. Landowners should be better educated on the benefits of land donations such as tax benefits and reduction in capital gains liabilities.

***Long-Term Lease*** – This preservation option can be utilized in situations that involve landowners that are unwilling to transfer complete ownership to the Township. This tool is good for recreational fields or public trails, but it does not preserve land in perpetuity.

***Eminent Domain*** – This tool should be considered only as a last resort when all other possible negotiations have failed. A municipality has the right to acquire a property through condemnation for public use. This option often results in litigation and may prove to be even more expensive than fee simple acquisition as a result of court costs and lawyer fees.

***Zoning*** – Cluster Zoning, Land Transfer Zoning and Land Conservation Zoning have all been proven successful tools for the preservation of land for conservation and recreational purposes. Cluster zoning allows developers the same or increased density on a tract of land but reduces individual lot sizes. The remaining land that has not been developed can be dedicated to the

Township for permanent deed restricted open space. Land Transfer Zoning establishes sending zones that where land is to be preserved, and receiving zones that are to be developed more intensely. Land Conservation zones establish restrictive development regulations that aim to preserve large continuous tracts of land.

### **Funding Sources**

Once Neptune has determined how to proceed to acquire a property for preservation, a funding source must be identified. Following are several grant and loan programs offered to municipalities for the purchase of open space for conservation and recreation that the Township may be eligible for and should consider. In addition to these publicly funded programs, there are also many non-profit organizations that purchase property for conservation.

#### ***Local and State Funding Programs***

***Monmouth County Municipal Open Space Grants*** - The Board of Chosen Freeholders has allocated \$2 million from the annual Monmouth County Open Space Trust Fund for cooperative projects with Monmouth County municipalities. Both land acquisition and development for park, recreation, and open space purposes are eligible for funding. For 2010, applications for funding were mailed to Mayors, Administrators and Clerks of all Monmouth County municipalities on May 3, 2010 with a filing deadline of September 22, 2010.

***New Jersey Green Acres Program*** – This Program provides funding assistance for the acquisition and development of municipal park and recreation areas. The program’s Planning Incentive program provides municipalities with grants and loans for land acquisition costs to purchase specific parcels listed on the Township’s ROSI. Additionally, Green Acres offers financial assistance to qualifying non-profit organizations that own conservation or recreational land and permits public use of those lands.

***Environmental Infrastructure Finance Program*** – The New Jersey Department of Environmental Protection administers this program in cooperation with the New Jersey Environmental Infrastructure Trust. Among other program priorities, NJDEP/NJEIT provide

financing to local government entities for the purpose of acquiring open space that will help maintain the water quality. The Trust aims to achieve a cleaner, healthier environment by protecting ground and surface water resources that affect the drinking water supplies.

### ***Federal Funding Programs***

***National Parks Service Land and Water Conservation Fund (LWCF)*** – The LWCF program provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities. The program is intended to create and maintain a nationwide legacy of high quality recreation areas and facilities and to stimulate non-federal investments in the protection and maintenance of recreation resources across the United States.

***Federal Emergency Management Agency (FEMA)*** The Flood Mitigation Assistance Program (FMA) was created as part of the National Flood Insurance Reform Act (NFIRA) of 1994 (42 U.S.C. 4101) with the goal of reducing or eliminating claims under the [National Flood Insurance Program](#) (NFIP). FEMA provides FMA funds to assist States and communities implement measures that reduce or eliminate the long-term risk of flood damage to buildings, manufactured homes, and other structures insurable under the National Flood Insurance Program.

Three types of FMA grants are available to States and communities:

- **Planning Grants** to prepare Flood Mitigation Plans. Only NFIP-participating communities with approved Flood Mitigation Plans can apply for FMA Project grants.
- **Project Grants** to implement measures to reduce flood losses, such as elevation, acquisition, or relocation of NFIP-insured structures. States are encouraged to prioritize FMA funds for applications that include repetitive loss properties; these include structures with 2 or more losses each with a claim of at least \$1,000 within any ten-year period since 1978.
- **Technical Assistance Grants** for the State to help administer the FMA program and activities. Up to ten percent (10%) of Project grants may be awarded to States for Technical Assistance Grants.

*National Oceanic and Atmospheric Administration (NOAA)* -Coastal and Marine Habitat Restoration Projects support valuable fisheries and protected resources, improve the quality of our water, provide recreational opportunities for the public's use and enjoyment, and buffer our coastal communities from the impacts of storms and sea level rise. Projects funded through NOAA have strong habitat restoration components that provide social and economic benefits for people and their communities in addition to long-term ecological habitat improvements. Deadlines for applications are in April for the next year.

### **Conclusions and Recommendations**

The specific conclusions, policies and recommendations formulated in the 1998 Park, Recreation and Open Space Master Plan are incorporated by reference into this Master Plan Element. Additionally it is recommended that the Township do the following:

1. Establish an Open Space and Recreation Zone.
2. Educate the public regarding the availability of numerous private facilities in the Township.
3. Provide the Township residents the ease of identification and access to the numerous recreational facilities by preparing maps and other identification tools that establish a common standard for the Township residents.
4. Continue to plan and seek funding for the expansion of active and passive recreational facilities in the Township of Neptune.
5. Strive to ensure that there is linkage provided for the various open spaces within the Township in order to establish a greenway network.

6. Seek to ensure, where appropriate, that parks and trails are designed to be handicapped accessible and are user-friendly for senior citizens and individuals with disabilities.
7. Cooperate with the Board of Education on future recreation facility planning and operations.
8. Work with the County to explore the possibility of future County Park expansions in Neptune.
9. Encourage provision of bike / walking paths in various parks and open space within the Township.
10. Protect the visual quality of scenic corridors throughout the Township.
11. It is recommended to support the dredging of Shark River.
12. Seek to identify the future needs of the aging population and provide adequate facilities to address their recreational needs.

## **8. CONSERVATION ELEMENT**

### **Introduction**

The purpose and primary objective of the Conservation Plan is to provide for the preservation, conservation and utilization of the Township's remaining natural resources in accordance with the goals and objectives of this Master Plan. The Township should implement site sensitive design standards, which would preserve the Township's natural resources to the greatest extent practicable.

### **Goals and Objectives**

The following are the Goals and Objectives of the Conservation Plan Element:

1. Protect natural resources to the greatest extent feasible, including woodlands, surface water (i.e., Category One (C-1) streams and other water bodies), wetlands, groundwater, threatened and endangered species, and habitat areas for plants and wildlife.
2. Limit development on steep slopes and minimize the potential for soil erosion.
3. Implement policies of the Land Use Plan Element, which sets forth recommendations for future land uses and development intensities that reflect the need to protect groundwater and surface water resources. On an ongoing basis, ensure that land uses and development intensities are compatible with soil carrying capacity.
4. Review and update the tree preservation ordinance in order to limit clear-cutting of woodlands and encourage preservation of trees.
5. Preserve open space and maintain undisturbed vegetation alongside streams; establish a publicly accessible greenway network, but limit human activity to passive recreation.
6. Reduce non-point source pollution in stormwater runoff in accordance with the Stormwater Management Plan adopted by the Township in 2004 and amended in 2009.

7. Protect the visual quality of scenic corridors throughout the Township.
8. Promote awareness and enforcement of regulations that protect natural resources.
9. Promote the use of Best Management Practices to achieve the stated goals and objectives of the Conservation Element.
10. Continue to identify and utilize preservation tools and funding sources for future conservation.
11. Maintain consistency with the Township's Community Forestry Management Plan, 2007-2012.
12. Encourage the reduction of runoff into surface water bodies.
13. Encourage maintenance dredging of the appropriate water bodies including lakes, streams and navigable channels within the Township.
14. Discourage future development in areas of the Township that experience consistent flooding problems.
15. It is recommended that the ordinance should be revised to elevate structures above the base flood elevation in order to regulate future development in Flood Hazard Areas.
16. Encourage and construct sub-surface drainage to help alleviate existing and potential flooding of neighborhoods.
17. Encourage the continued coordination with the surrounding municipalities with respect to impacts to regional environmental resources.
18. Encourage linkages and access with Neptune's open spaces and Shark River Park.

## **Natural Resource Inventory**

This selection includes an inventory of the general physical characteristics of the Township of Neptune as identified within the Neptune Township Environmental Inventory adopted November 2003.

### **Geology and Soils**

#### ***Geology***

The Township of Neptune is located in the section of New Jersey known as the Coastal Plain Physiographic Province. In this region, geologic formations are often named after the location of the exposures where they were first described. The Tertiary Cohansey, Tertiary Kirkwood and the Tertiary Manasquan and Shark River geologic formations are found within the southern portion of the Coastal Plain in Monmouth County, which includes Neptune Township. The South Coast Region is located adjacent to the existing Atlantic Ocean shoreline. The sediments which make up the region's geology are some of the youngest sediments in the County, which were deposited during the Tertiary Period of the Cenozoic Era.<sup>50</sup>

The Kirkwood Sand Formation and the Cohansey Sand Formation are the two outcropping geologic formations within the South Coast Region. The Kirkwood is older of the two formations. The Kirkwood sediments were deposited during the Miocene Epoch of the Tertiary Period. The Miocene Epoch occurred between 25 and 11 million years ago. The deposition of the Cohansey sediments commenced towards the end of this period. This lasted up to the Pliocene Epoch, which occurred between 11 and one million years ago.

Neptune's topography can be characterized as flat to gently sloping with steeper slopes located in the central portion of the Shark River Hills neighborhood, the northern section of the Township and near the Route 18/Asbury Avenue Interchange. Ravines are found along the Shark River and Jumping Brook corridors. Steep slopes generally do not present any serious limitation on development throughout most of the Township, however isolated area of steep slopes do exist.

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<sup>50</sup>Neptune Township Environmental Resource Inventory. Leon S. Avakian, Inc. November 2003

The highest point in the Township is approximately 160 feet above sea level, located north of West Bangs Avenue and south of Asbury Avenue (the site of the old landfill).<sup>51</sup>

### *Soils*

Soil consists of the weathered layer of the earth's crust. Soil type is one of the most important factors in determining the ability of land to accommodate development. Soils are separated into relatively homogeneous units called soil series. Classification of soil into different series is based upon the type of the parent material and the soil drainage class as well as more subtle differences in its several horizontal layers or horizons. According to the United States Department of Agriculture Soil Survey of Monmouth County, Neptune consists 19 different soil series which are further broken down into 23 soil types. The following is a brief description of the soils found within Neptune<sup>52</sup>:

- *Atison Sand (At)*

This is a nearly level, poorly drained soil located in depression areas and on broad flats. Areas of this soil range from 10 and 75 acres in size and are irregular in shape. The soil permeability is moderately rapid or rapid in subsoil and also in the substratum. The available water capacity is low. From November to June, the apparent seasonal high water table is between the surface and a depth of one foot. It is suitable for specialty crops such as blueberries but its seasonal high water table is a major limitation for the cultivation of other crops.

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<sup>51</sup> Ibid

<sup>52</sup>Neptune Township Environmental Resource Inventory. Leon S. Avakian, Inc. November 2003

- ***Downer Loamy Sand (DnA)***

This is a nearly level to moderately sloping, well drained soil on divides. Areas of this soil range from 5 to 30 acres in size and are irregular in shape. The soil permeability is moderately or moderately rapid in subsoil and moderately rapid in the substratum. The available water capacity is moderate. The seasonal high water table is at a depth of more than six feet. The soil is suitable for field crops such as hay and vegetables and in some areas irrigation and more frequent applications of lime and fertilizer are needed.

- ***Elkton loam (En)***

This is a nearly level, poorly drained soil located in depressional areas and on broad flats. The soil permeability is slow in subsoil and moderately slow to moderately rapid in the substratum. The available water capacity is high. From January to April, the apparent seasonal high water table is between the surface and a depth of one foot. The soil has severe limitation for development due to the seasonal high water table, clay content, slow percolation, low strength and flooding. It is classified as a hydric soil by the USDA and the Department of the Interior in the Wetlands of New Jersey.

- ***Evesborough sand (EvC)***

This is gently to strongly sloping, excessively drained soil on side slopes. The areas are irregular in shape and range from 10 to 50 acres. The soil permeability is rapid in the subsoil as well as the substratum. The runoff is slow to rapid depending on the slope. The main limitations to the use of this soil as sites for dwelling units and other types of community development are poor filter, cutbanks caving, slope and sandiness.

- ***Fallsington Loam (Fb)***

This is a nearly level, poorly drained soil located in depressional areas, along driveways and broad flats. The areas are irregular in shape and range from 25 to 50 acres. The soil

permeability is moderate in subsoil and moderately rapid in the substratum. The available water capacity is high. From December to May, the apparent seasonal high water table is between the surface and a depth of one foot. The soil is suitable for field crops such as hay and vegetables, however the seasonal high water table, cutbanks caving and frost action limits the use of sites containing this soil for development.

- ***Freehold series (FrB), FrC), (FrD), (FUB)***

This consists of sandy loams with slopes varying from two percent to 15 percent. These are gently sloping, well drained soils on slopes and divides with moderate permeability in the subsoil and moderate to moderately rapid permeability in the substratum. FUB consists of well drained sandy loam-Urban land complex covered by impervious surfaces such as dwelling units, roads, shopping centers and parking lots. The available water capacity is high. The seasonal high water table is at a depth of more than six feet. The main limitations to the use of Freehold soils as sites for dwelling and some other types of community development are slow percolation, cutbanks caving, frost action and slope. FrB may have areas of hydric soils within the mapping unit.

- ***Hammonton Sandy Loam (HbA)***

This consists of nearly level to gently sloping moderately well drained and somewhat poorly drained soil in depressional areas and on low divides, ranging from 5 to 25 acres in size. The subsoil permeability is moderate or moderately rapid while the substratum permeability is moderately rapid. The available water capacity is moderate. The seasonal high water table is at a depth of ranging from 1 ½ feet to four (4) feet from January to April. The soil is suited to pasture and well suited to commercial woodland production. The seasonal high water table, poor filter and cutbanks pose as main limitations to development on sites containing these soils.

- ***Hooksan Sand (HwB)***

This consists of nearly level to gently sloping excessively drained soils on dunes adjacent to coastal beaches ranging in an area from 5 to 25 acres. The permeability is rapid both in the subsoil as well as substratum. The seasonal high water is at a depth exceeding six (6) feet. The main limitations to the use of this soil as sites for dwellings and some other types of community development are sandiness, poor filter, cutbanks caving and flooding.

- ***Humaquepts (HV)***

Humaquepts, listed as a hydric soil by the USDA and the Department of the Interior in Wetlands of New Jersey are nearly level, somewhat poorly drained to very poorly drained soils found on floodplains and along perennial and intermittent streams. They are subject to flooding during many storm events, particularly in the early spring or after a heavy rainfall and are typically associated with freshwater wetlands. The limitations to the use of these soils as sites for development are severe due to the seasonal high water table, ranging between the surface and a depth of 1.5 feet, as well as frequent flooding.

- ***Keyport Sandy Loam (KeA)***

This consists of nearly level to strongly sloping, moderately well drained soil in depressional areas and on low divides, ranging from 10 to 20 acres in size. The permeability is slow both in the subsoil as well as substratum. The available water capacity is high and the high water table is at a depth of 1.5 feet to four (4) feet from November to May. The seasonal high water table, shrinking and swelling, slow percolation and the high frost action potential are the main factors limiting development on sites containing these soils.

- ***Klej Loamy Sand (KIA)***

This consists of nearly level to gently sloping, moderately well drained and somewhat poorly drained soil in depressional areas and on low divides, ranging from 5 to 25 acres in size. The

soil permeability is rapid and moderate in the subsoil and substratum, respectively. The available water capacity is low and the high water table is at a depth of 1.5 feet to four (4) feet from December to April. The seasonal high water table, cutbank cavings and sandiness are the main factors limiting development on sites containing these soils.

- ***Lakehurst Sand (LaA)***

This is nearly level, moderately well drained and somewhat poorly drained soil in depressional areas and on low divides, ranging from 5 to 30 acres in size. The soil permeability is rapid in the subsoil and substratum. The available water capacity is low and the high water table is at a depth of 1.5 feet to 3.5 feet from January to April. The soil runoff is very slow and the main factors limiting development on sites containing this soil are seasonal high water table, poor filter, cutbank cavings and sandiness.

- ***Lakewood Sand (LeB)***

This is nearly level and gently to moderately sloping and somewhat excessively drained soil on divides, with an area ranging from 5 to 40 acres in size. The soil permeability is rapid in the subsoil and moderate to rapid in the substratum. The available water capacity is low and the high water table is at a depth exceeding six (6) feet. Poor filter, cutbank cavings and sandiness are the main factors limiting development on sites containing these soils.

- ***Manahawkin Muck (Ma)***

This is nearly level and very poorly drained soil in wide depressional areas and on broad flats. The soil areas are irregular in shape and typically range from 15 to 30 acres in size. The soil permeability is moderately slow to moderately rapid in the subsoil and moderately rapid in the substratum. The available water capacity is high with the apparent seasonal high water table between the surface and one foot above the surface from October to July. Ponding,

flooding, cutbank cavings and low strength are the main factors limiting development on sites containing these soils.

- ***Sassafrass Sandy Loam (SaC)***

This is gently to strongly sloping, well drained soil on side slopes, with areas ranging from 5 to 25 acres. The soil permeability is moderate in the subsoil and moderate to rapid in the substratum. The available water capacity is high with the seasonal high water table is at a depth exceeding six (6) feet. The main factors limiting development on sites containing these soils are cutbank cavings, frost action and slope.

- ***Udorthents (UA), (UD)***

These are areas of soils that have been altered by excavating or filling and whose properties and characteristics differ greatly from place to place, thereby onsite investigation and evaluation are required for most uses.

- ***Woodstown Sandy Loam (WnB)***

This is a gently sloping, moderately well drained soil in depressional areas, in swales and on low divides, with areas ranging from 10 to 50 acres in size. The soil permeability is moderate in the subsoil and moderate or moderately rapid in the substratum. The main factors limiting development on sites containing these soils are cutbank cavings, frost action and seasonal high water table.

- ***Urban Land (UL)***

This map unit consists of areas containing more than 85 percent of impermeable surfaces. The areas of urban land are generally rectangular in shape ranging from 50 to 200 acres in size. A great extent of the land in Neptune is classified as *Urban Land*. Urban land areas are highly developed to the extent that a soil profile is not practical and are situated in the Ocean Grove, Bradley Park and central Mid-Town neighborhoods. The detailed soil unit covering the greatest acreage in Neptune is the *Evesboro sand-Urban Land complex*. Most soils are generally excessively drained sandy or sandy loam soils.

### **Trees and Woodlands**

Trees and woodlands provide significant benefits to communities. Tree roots hold soil in place, reducing the chance of erosion. They also capture stormwater and promote groundwater recharge, reducing the amount of water flowing into streams and thereby helping to limit flood impacts. Trees remove carbon dioxide from the air, serving as a natural filter. Trees provide shade and refuge from the sun during summer months, and trees located adjacent to buildings can reduce solar warming, thereby reducing the energy demand associated with air conditioning. Finally, trees provide habitat for wildlife and contribute to community character.

The New Jersey Tree Foundation, in partnership with the New Jersey Forest Service, Community Forestry Program, created the Ten Cities Initiative, which was designed to establish community forestry programs in some of NJ's most tree challenged urban communities.<sup>53</sup> Through funding from the United States Department of Agriculture (USDA) Forest Service, the New Jersey Tree Foundation partnered with eight urban communities including the Township of Neptune to develop a community forestry management plan, train local residents and city officials, establish a tree commission, and coordinate a tree planting or educational event. The Township of Neptune adopted a Community Forestry Management Plan to demonstrate and outline how the Township intends to improve its community tree resources under its jurisdiction,

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<sup>53</sup> <http://www.newjerseytreefoundation.org/10CitiesInitiative.asp>; accessed on October 26, 2010.

including trees along the its streets, in parks, in rights-of-ways and around Township buildings and other Township owned properties. The community forest resources are composed of street trees planted at the time of construction of residential subdivisions in Neptune Township. A substantial portion of the Township abuts along Atlantic Ocean (Ocean Grove) or along the Shark River. The street trees consist of species such as Silver maple, London planetree, Norway Maple and Red Maple. There is no known account of the total number of street trees but it is estimated between 1,000 and 2,000.<sup>54</sup> The Township of Neptune has undertaken a tree-planting program with the purpose of planting right trees at the right locations. The tree planting program emphasizes proper replacement where needed of a species of shade tree selected for ease of maintenance and reduction in sidewalk and utility conflicts. Planting sites are identified by the Environmental / Shade Tree Commission as well as the Township's Department of Public Works and as per individual property owner's requests.

### **Surface Water Resources**

A waterway contains all the land that drains to a particular waterway, such as a river, stream, lake or wetland. The high points in the terrain, such as hills and ridges, define the boundaries of a watershed. Large watersheds are made up of a succession of smaller ones, and smaller ones are made up of the smallest area – the catchment area of a local site. The land drains to the body of water for which each sub watershed is named. These sub watersheds can be further subdivided into smaller areas, each surrounding smaller tributaries that flow to a larger channel, and so on down to the catchment level.

The United States Geological Survey (USGS) identifies watersheds by Hydrologic Units. Each basic unit of a watershed is a unique feature, and is given a unique Hydrologic Unit Code (HUC) by the USGS. A HUC-11 watershed (identified by an 11-digit code) contains a number of HUC-14 sub watersheds (identified by a 14-digit code). The State of New Jersey has 152 HUC-11 watersheds and over 900 HUC-14 sub watersheds.

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<sup>54</sup> Community Forestry Management Plan 2007-2012. Neptune Township Environmental and Shade Tree Commission.

The HUC-14 sub-watersheds are the smallest watersheds mapped by the New Jersey Department of Environmental Protection (NJDEP) and the USGS. The HUC is hierarchical. Larger and larger watersheds can be defined using different portions of the 14 digit code to define the watershed boundaries. The HUC-14 sub-watersheds form the basis for the other, larger watersheds.

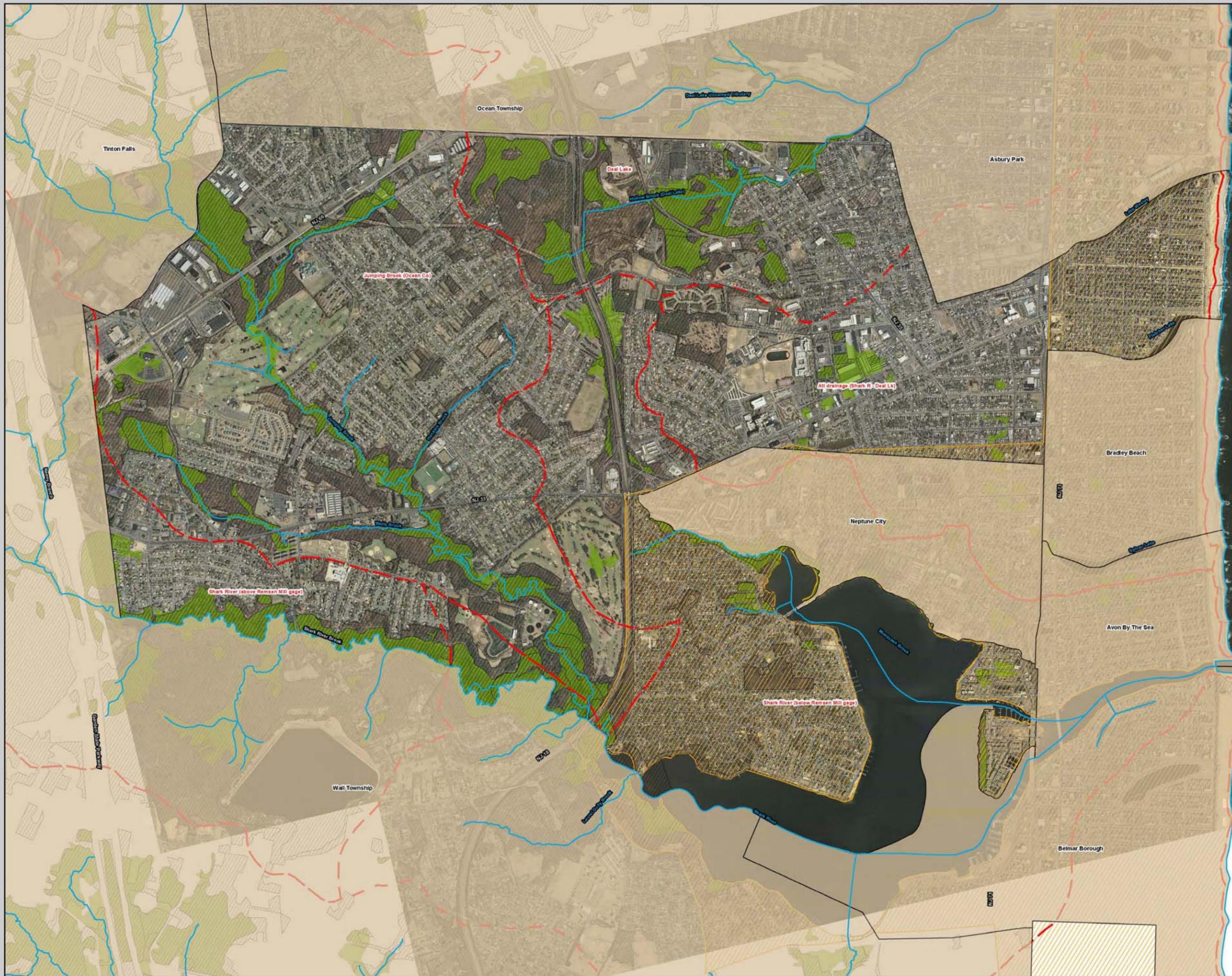
The NJ Department of Environmental Protection (NJDEP) manages natural resources on a watershed basis. The State has been divided into twenty (20) Watershed Management Areas (WMAs). The entirety of the Township of Neptune is located within Watershed Management Area (WMA) 12, which extends from Perth Amboy to Point Pleasant Beach. WMA 12 is comprised of an assemblage of coastal subwatersheds, all or a portion of which fall into 56 municipalities in the Raritan Bay and Atlantic Coastal drainage basins. WMA 12 is part of the Atlantic Coastal Plain. The soils tend to be sandy closer to the ocean and to have more clay and silt further inland. In general, topography is fairly flat with some hills primarily along the border between the Inner and Outer Coastal Plains.<sup>55</sup>

The Township of Neptune is located within the Shark River watershed and contains five (5) HUC-14 sub watersheds. The five subwatersheds are Shark River (above Remsen Mill gage), Shark River (below Remsen Mill gage), Jumping Brook (Ocean Co), Atlantic drainage (Shark River-Deal Lake and Deal Lake). The watersheds and sub watersheds are shown in **Figure 5**.

According to the New Jersey-American Water Company's 2009 Annual Water Quality Report, the Shrewsbury system (which serves all of Monmouth County except Howell Township and Union Beach) had no violations for regulated substances, which include barium, fluoride, nitrate, total trihalomethanes, turbidity, alpha emitters, copper and lead. The highest detected level of nitrate was 0.58 ppm, well below the EPA standard. The Shrewsbury system is supplied by the Potomac-Raritan-Magothy (PRM) Aquifer System, the Glendola Reservoir, the Jumping Brook, the Manasquan Reservoir, the Shark River, and the Swimming River Reservoir.

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<sup>55</sup> NJ DEP, Division of Watershed Management website <http://www.state.nj.us/dep/watershedmgt/>; accessed on September 16, 2010.



**FIGURE 5  
WATERSHEDS AND  
SUB WATERSHEDS**

**TOWNSHIP OF NEPTUNE  
MONMOUTH COUNTY  
NEW JERSEY**



**Legend**

- C-1 Waterways
- Streams
- MUN**
- Other Municipalities
- HUC 14 Boundary
- woodturtle
- urbanperegrine
- grassland
- forestedwetlands
- forest
- emergent
- bald eagle foraging
- CAFRA
- LABEL**
- Wetlands



**CONSULTING & MUNICIPAL ENGINEERS**

3141 BORDENTOWN AVENUE, PARLIN, N.J. 08859  
 1460 ROUTE 9 SOUTH HOWELL, N.J. 07731  
 3759 ROUTE 1 SOUTH SUITE 100, MONMOUTH JUNCTION, NJ 08852  
 1 GREENTREE CENTER SUITE 201, MARLTON, NJ 08053

WWW.CMEUSA1.COM

DATE 08/17/2011	SCALE 1" = 1000'	CREATED BY JEC
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## **Streams and Wetlands**

Wetlands are an important aspect of the hydrologic and hydrolic characteristics of the Township and serve several purposes. They support wildlife and distinct species of plant life. They also act as retention basins for floodwaters and control various types of water pollution.

The exact location and delineation of wetlands is dependent upon field investigation. The development of freshwater wetlands is regulated at the state and federal level, and tidal wetlands are regulated at the federal level. The New Jersey Freshwater Wetlands Protection Act categorized wetlands into three categories: exceptional resource value, intermediate resource value and ordinary resource value. Transition areas or buffers are required ranging from zero (0) to 150 feet for freshwater wetlands depending upon the resource classification and zero (0) to 300 feet for tidal or coastal wetlands. These regulations are imposed on a site specific basis based upon wetlands delineation that is reviewed by the New Jersey State Department of Environmental Protection.

The mapped wetlands areas in Neptune Township are illustrated on the Freshwater Wetlands Map, based upon the information obtained from the New Jersey Department of Environmental Protection. These wetlands and requisite transition areas provide constraints on development for many of the Township's vacant parcels.

The Township of Neptune contains the headwaters of several brooks, as well as streams that replenish a regional source of drinking water. The streams and brooks in the Township are: Shark River Brook and its tributaries, Jumping Brook, Wells Brook, Musquash Brook, Wells Brook, Hankins Brook and Hollow Brook. Shark River Brook located to the southwesterly boundary of the Township has been recognized by the State as Category One (C-1), an important waterway in need of protection. C-1 waters are subject to the anti-degradation policies set forth in N.J.A.C. 7:9B-1.5(d) and are protected from measurable changes in water quality because of their exceptional ecological significance, exceptional recreational significance, exceptional water supply significance, or exceptional fisheries resources. The C-1 designation provides additional protection to waterbodies that helps prevent water quality degradation and discourage

development where it would impair or destroy natural resources and water quality. On November 5, 2007, few years after the adoption of the 2000 Master Plan, NJDEP adopted the Flood Hazard Control Act rules (N.J.A.C. 7:13), which regulates a 300-foot riparian zone along both sides of any C-1 water and all the upstream tributaries situated within the same HUC-14 watershed.

Portions of Neptune, front on the Atlantic Ocean in the eastern portion of Ocean Grove and along Shark River, are located within an area designated by the State to be subject to the provisions of the Coastal Area Facility Review Act (CAFRA).<sup>56</sup> Development projects subject to CAFRA are required to undergo environmental review through preparation of an Environmental Impact Statement (EIS), as part of the application process (NJAC 7:7E). CAFRA projects are those of a certain size (25 to 75 dwelling units, 50 to 150 commercial parking spaces, depending on whether Neptune is determined to be a "qualifying municipality" pursuant to N.J.S.A. 52:27D-178).<sup>57</sup> Because most of the land in this part of Neptune is already developed, few if any future development projects would meet the established thresholds for project size, regardless of the determination made about "qualifying municipality" status. It should be noted that there are potential development opportunities in the Township at the North End, eastern portion of Ocean Grove, and the North Channel, along Shark River. The sites within these areas present an opportunity for substantial development, which would meet the established thresholds and therefore be subject to CAFRA review.

## **Floodplains**

Floodplains or flood hazard is a measurement of the danger or probability of flooding. This term is generally applied to the nearly level areas adjoining the channel of a stream or river. The Federal Emergency Management Agency (FEMA) has devised a mapping and classification system for determining the degree and likelihood of flooding for municipalities across the United

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<sup>56</sup> New Jersey Department of Environmental Protection (NJDEP), Policy, Planning & Science, *NJDEP Coastal Planning Area, New Jersey (Version 20091215)*.

<sup>57</sup> American Planning Association, New Jersey Chapter, *Complete Guide to Planning in New Jersey: A Compendium of Planning Law, Regulation and Policy*, 1997, pp. 135-138.

States. To inform both public and private land use decision makers of areas that are subject to flooding, the Federal Emergency Management Agency has completed Flood Insurance Rate Maps (FIRM) for the Township of Neptune.<sup>58</sup> The flood risk classifications that have been developed by FEMA to illustrate this risk are defined below:

Zone A – Subject to 100-year flood. Base flood Elevation (BFE) undetermined – Areas within this zone have been determined by the National Flood Insurance Program to be subject to the 100-year flood. BFE's or depths are not shown within this zone because detailed hydraulic analyses were not performed in these areas. Owners of properties located in Zone A are required by law to purchase flood insurance.

Zone AE – Areas subject to 100-year flood with base flood elevation determined - Areas within this zone have also been determined by the National Flood Insurance Program to be subject to the 100-year flood. BFE's or depths are usually shown at selected intervals within this zone because detailed hydraulic analyses have been performed in these areas. Owners of properties located in Zone AE are required by law to purchase flood insurance.

Zone VE – Areas subject to the 100-year flood with an additional velocity hazard (wave action) base flood elevation determined – Zone VE is the flood insurance rate zone that corresponds to the 100-year floodplain that have additional hazards associated with storm waves. BFE's derived from detailed hydraulic analyses are shown at selected intervals within this zone. Owners of properties located in Zone AE are required by law to purchase flood insurance.

Zone X500 – Areas between the limits of the 100-year and 500-year floodplain, or certain areas with average depths less than one-foot (1') or where the contributing drainage area is less than one square mile – BFE's and depths are not shown in this zone and flood insurance is not required by law in these areas.

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<sup>58</sup> <http://www.fema.gov/hazard/map/flood.shtm>; accessed on October 26, 2010.

As vacant sites are developed, impervious surface is increased. Impervious surface is the land area on a site covered with structures and paving, which prevents the underlying soil from absorbing rainwater. Instead of entering the soil, rainwater runs off of rooftops and pavement and onto adjacent ground, where it is partially absorbed into the ground (dependent upon hydrologic soil classifications) or into drainage facilities and streams. The greater the impervious surface of a site, the greater the volume of stormwater runoff that drains away from the site. Greater volumes of stormwater can result in higher water elevations in some locations along streams and can also exacerbate erosion along certain parts of streambeds, with the added impact of downstream siltation. These dynamics can alter the floodplain.

Areas in the immediate vicinity of Neptune's streams are located within the 100-year and 500-year floodplain areas identified by FEMA. More specifically floodplains are identified along the Jumping Brook, Musquash Brook and Shark River and their tributaries.<sup>59</sup> The flood plain areas generally coincide with stream corridors and wetlands areas, although wetland areas are more extensive than flood plain areas. Flood prone areas also include the land immediately adjacent to the Shark River Basin. The impacts of development on drainage patterns and flooding have been and will continue to be incremental over time. As a result of such development-related changes, FEMA flood zone maps were updated in September 2009. These updates, however just included new mapping, no new hydraulic studies were conducted. Although updated, major deviations from the FEMA maps are not anticipated, in that flood hazard areas are still expected to be concentrated around streambeds, but water elevation levels may now be higher in some areas.

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<sup>59</sup> <http://www.fema.gov/hazard/map/flood.shtm>; accessed on October 26, 2010.

## **Threatened and Endangered Species**

In 1994 the N.J. Division of Fish, Game and Wildlife's Endangered and Non-game Species Program (ENSP) adopted a landscape level approach to rare species protection. The goal of this approach is to protect New Jersey's biological diversity by maintaining and enhancing rare wildlife populations within healthy, functioning ecosystems. The Landscape Project has been designed to provide users with highly accurate, peer reviewed, scientifically sound information that is easily accessible and can be integrated with planning, protection and land management programs at every level of government as well as nongovernmental organizations and private landowners. This project has developed maps and overlays that identify critical rare species habitats based on land use classifications and rare species locations. These maps are then used as a basis for proactive planning, such as the development of local habitat protection ordinances, zoning to protect critical habitat, management guidelines for rare species protection on public and private lands and land acquisition projects. It should be noted that these maps are utilized by the NJDEP and other regulatory agencies as initial guides for determining if T&E species are present. These maps are not utilized for regulatory purposes.

The method for delineating critical habitat is relatively straightforward; habitat patches with federally endangered or threatened wildlife are given a ranking of 5 (the highest ranking) followed by state endangered with a rank of 4, state threatened with a rank of 3, and non-listed state priority species with a rank of 2 and suitable habitat patches with a rank of 1. **This is indicated in Table 8.1 below.**

**Table 8.1**  
**Threatened and Endangered Species Habitat Classifications**

<b>Rank Number</b>	<b>Status of Species</b>	<b>Description</b>
1	Suitable	Meet habitat suitability for threatened, endangered or priority species but has no known species that inhabit the area.
2	Priority Species	Includes species that the NJDEP and other wildlife panels have identified as having special or regional concern
3	State Threatened	Contains species that are on the NJDEP's official list of threatened species.
4	State Endangered	Contains species that are on the NJDEP's official list of endangered species.
5	Federal T & E	Contains species that are on the official Federal list of threatened or endangered species.
Source: NJ Department of Environmental Protection		

As per the NJDEP Landscape Project data, the endangered and threatened species that have been observed and documented in Neptune to date have been seen in the Township's stream/wetland environments.<sup>60</sup> More specifically, habitats of Bald Eagle, Osprey and Great Blue Heron, classified as Rank 4 State Endangered species have been identified along Shark River and Jumping Brook in the southwesterly portion of the Township. Additionally, habitat of Copper's Hawk, classified as a Rank 3 State threatened species have been identified along Wells

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<sup>60</sup> New Jersey Department of Environmental Protection (NJDEP), Division of Fish Wildlife, Endangered Nongame Species Program (ENSP), *NJDEP Landscape Version*. First Edition

Brook and Jumping Brook in the westerly and northwesterly portion of the Township. Wetlands fall under the jurisdiction of the State, and the State already has established policies and procedures for protecting wetland areas from encroachment.

Although the majority of Neptune is developed, its streams and wetlands are perhaps the richest habitats for the Threatened and Endangered species. Preserving large, contiguous areas of open space helps promote species survival, because breeding, birthing, nesting, feeding, and migration patterns often cover large areas. Large areas of open space often have a wider range of species, supporting larger networks of bio-diversity.

### **Scenic Corridors and Waterways**

Neptune Township contains a significant amount of land having a scenic value. The Jumping Brook and Shark River corridors represent a crucial scenic resource with potential for pedestrian and bicycle linkages. The Township has maintained sensitivity to the value to the residents of the scenic corridor while balancing the environmental resource of the category one (C-1) waterways which require additional protection. The Township is also fortunate to have access to almost  $\frac{3}{4}$  of a mile of oceanfront and more than three (3) miles of frontages along the Shark River Basin.

In addition to the valuable scenic corridors identified above the Township also maintains a number of riverside scenic corridors. These include:

- Fletcher Lake
- Wesley Lake

## **Recommendations**

1. Develop an enforcement and maintenance program for the Townships many privately and municipally operated Stormwater Management Facilities to maintain the functionality and intended performance of the structures, such as Vortechics Chambers.
2. Develop a program to dredge and maintain the water surface bodies in the Township, that due to their reduced retention and flow capacity result in the flooding of properties and roadways.
3. It is recommended that the Land Use Ordinance and Construction Codes be revised to include provisions to encourage development above the Base Flood Elevation Plan.
4. The Township should promote subsurface drainage in potential development as a measure to alleviate existing and potential flooding of neighborhoods.
5. Explore and consider using alternatives to sodium chloride or calcium chloride for the purpose of de-icing roads in wintertime.
6. Evaluate the corridors depicted for potential designation as scenic corridors, and consider adopting appropriate design standards and guidelines for development along designated corridors.
7. It is recommended that the Township review and update the tree preservation ordinance in order to limit clear-cutting of woodlands and encourage preservation of trees.
8. The Township is approaching “build-out” with few remaining developable lots, therefore conservation and maintenance of open spaces is of paramount importance. It is recommended that consideration should be given to the maintenance of open space and creation of better open space linkages.

## **9. ECONOMIC DEVELOPMENT ELEMENT**

### **Introduction**

While the Land Use Plan Element of the Neptune Master Plan contains the overall land use policy of the Township, this chapter focuses on policy that can help support and foster economic activity and growth within the Township. The Economic Plan Element evaluates the economic, employment and income trends and projections in the municipality comparatively with those of Monmouth County and the State of New Jersey. The strengths and weaknesses of the local economy are then evaluated in order to identify areas in need of improved land development, traffic patterns, infrastructure and design elements in order to maintain and enhance the stability and diversity of the Township's economic structure.

The basic inputs into economic activity include land, labor and capital. While many aspects of economic development, including the regional labor force, the availability of private-sector financing and market demand are clearly beyond the control of the municipality; other aspects are under the Township's jurisdiction, most notably the zoning regulations which control how much land is available for commercial use, and at what intensity. The Township also provides influence and directs spending for roadways and other physical infrastructures to support business. Moreover, the Township can leverage public funding sources to provide assistance with certain capital investments. For example, many communities utilize various grant and loan programs to provide funding for façade improvements. Finally, the Township can partner with nonprofit organizations that engage in business development, including the Neptune business development, Neptune Economic Development Committee, the Chamber of Commerce and other business district organizations.

This element begins with an overview of the local economy in Neptune, focusing on income and employment statistics and their implications within the local economy. It then examines the economic development capacity in Neptune, and describes entities beyond local government who can play a role in fostering future economic development. Next it examines those areas that were designated in the October 2004 Strategic Revitalization Plan. These areas contribute, or

have the potential to increase their contribution, to economic development in Neptune in the future.

### **Goals and Objectives**

The goals and objectives of the Economic Plan Element are as follows:

1. Evaluate local business resources to local business needs.
2. Enhance the visual design of existing businesses to attract more consumers.
3. Evaluate the potential for increased hospital support services within the Township.
4. Encourage adaptive reuse of existing structures in industrial and commercial zones.
5. Promote local businesses to retain community cash flow.
6. Share local government services with other municipalities and other taxing authorities.
7. Support local businesses by enhancing/offering guidance and planning so that they can be navigated through various Township agencies.
8. Seek and encourage national and local businesses to locate within appropriate zones.
9. Encourage businesses to be socially responsible.
10. Capitalize and encourage the development of appropriately scaled mixed-use redevelopment and revitalization in existing business districts.
11. Evaluate permitted uses within the commercial districts to determine if any revisions are necessary.

12. Designate areas for shared parking within commercial zones with requirements.
13. Evaluate appropriate locations and distance requirements for used car lots and fast food restaurants with conditions for each use.
14. Reconcile the High Pointe – Route 18 Redevelopment Plan and identify appropriate uses for this area of the Township.
15. Coordinate with Ocean Township and Asbury Park to facilitate the planned widening of State Highway 66.
16. Enact Zoning Ordinances that encourage the development of appropriate bulk standards for each of the business districts.
17. Identify areas of the Township for improved sidewalk and pedestrian circulation.
18. Investigate the potential for a way finding sign program within the Township.
19. Evaluate the zoning designations along the major transportation corridors, including but not limited to State Highway 35, State Highway 33 and State Highway 66.
20. Encourage the development of architectural standards within the Route 33W Commercial Zone (C-5), Route 33E Commercial Zone (C-6), and Route 35 Commercial Zone Districts (C-7).
21. Simplify and clarify zoning regulations and uses within the Commercial District.
22. Maintain and attract job-generating businesses to the Township by attracting new businesses to the Township, supporting “home grown” new business development.

23. Create vibrant business districts by considering ordinances that encourage pedestrian friendly mixed use development, consider structured parking and streetscape designs that enhance the visual design of existing business districts.
24. Support improvements to transportation facilities and systems essential to the Township's resident commuters who travel to employment positions outside the region as well as to non-residents who travel to employment opportunities within the Township.
25. Strengthen the Township's business districts through targeted development plans, increased public investment, private sector initiatives and the use of innovative funding mechanisms. For example, business district plans for streetscape improvements, increased parking, incentives for building rehabilitation and façade upgrades.
26. Coordinate with Federal, State and Local government to evaluate and improve Coastal Evacuation Routes.
27. Evaluate the zoning designation of Seaview Island ensuring consistency with the North Channel Redevelopment Plan.
28. Evaluate the potential for removing the PUD zone district and re-zoning the highway frontage along State Highway 66 to be consistent with surrounding land use patterns.
29. Develop programs and services that include management and marketing assistance, financing and general business consulting for local business owners.

## **Economic and Employment Conditions and Trends**

### **Income**

**Table 9.1, Median Incomes**, depicts the per capita income and the median household income of Neptune, Monmouth County and the State of New Jersey.

**Table 9.1**  
**Median Incomes**

	<b>Household</b>	<b>Per Capita</b>
<b>Neptune</b>	\$46,250	\$22,569
Monmouth County	\$64,271	\$31,149
New Jersey	\$55,146	\$27,006
*Information provided by the US 2000 Census		

As per the 2000 Census, the median household income in Neptune (\$46,250) was substantially lower than the median household income for Monmouth County (\$64,271) and the State (\$55,146). Similarly the per capita income for Neptune at \$22,569 was found to be lower than Monmouth County (\$31,149) and New Jersey (\$27,006). A distribution of households by income for the Township of Neptune, Monmouth County and the State is presented within **Table 9.2, Households by Income**, below.

**Table 9.2**

**Households by Income (%)**

	Neptune	Monmouth County	New Jersey
Category	Percent	Percent	Percent
Less than \$10,000	8.7	5.5	7
10,000 to 14,999	6.8	4.1	4.7
15,000 to 24,999	11	7.8	9.4
25,000 to 34,999	12.1	8.6	10
35,000 to 49,999	14	12.5	14.2
50,000 to 74,999	21.7	19.2	19.8
75,000 to 99,999	11.6	14.4	13.5
100,000 to 149,999	10.4	15.8	12.7
150,000 to 199,999	2.3	6	4.3
200,000 or more	1.3	6.1	4.3
Source: 2000 Census			

Low-income households are defined as those households earning less than or equal to 50 percent of a regional median income. Moderate-income households earn more than 50 percent of regional median income, but less than 80 percent of regional median income. The median household income for Monmouth County as indicated in **Table 9.1**, above is \$64,271. Based upon the 2000 Census, it appears that approximately 32.7 percent of households in Neptune had incomes that would be considered in the low-income category within Monmouth County, and 19.9 percent had incomes that would be considered to the in the moderate income category within Monmouth County. In comparison Monmouth County has only 21.6 percent and 16.9 percent of households in the low income and moderate income category, respectively; while the State of New Jersey has only 26.1 percent and 19.2 percent of households in the low income and moderate income category, respectively. Therefore Neptune Township has a higher percentage of low and moderate income households than not just Monmouth County but the State as well.

## Employment

In 2000 the unemployment rates Statewide had fallen as low as 3.8 percent, but as of October 2003, the rate had increased to 5.8 percent<sup>61</sup>. Monmouth County's employment rate was slightly better in that time period, with an unemployment rate of 3.2 percent in 2000, which increased to 5.1 percent in September 2003.<sup>62</sup> In 2009, the annual average unemployment rate in New Jersey was 9.2 percent; however, Monmouth County with an unemployment rate of 8.5 percent fared better than the State.<sup>63</sup> Therefore Monmouth County continues to fare better than the State.

According to the New Jersey Department of Labor and Workforce Development, Division of Labor Market and Demographic Research, prepared in November 2008, three industry sectors namely Health Care and Social Assistance, Professional and Business Services and Leisure and Hospitality, will account for over 85 percent of New Jersey's total employment growth<sup>64</sup>. Similarly for Monmouth County, Ambulatory Health Care and Social Assistance, Educational Services, Professional and Business Services and Leisure and Hospitality will account for over 80 percent of Monmouth County's total employment growth<sup>65</sup>. Manufacturing sector is predicted to experience decline in the State as well as Monmouth County. In fact the two industries expected to realize the greatest decline in Monmouth County are the non-durable goods manufacturing, all other and durable goods manufacturing, all other. Correspondingly, these two industries are listed in the State's top ten industries projected to experience decline.

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<sup>61</sup> New Jersey Department of Labor, Annual Data: Total Labor Force, Employed, Unemployed and Unemployment Rate, Municipal Estimates, 2000.

<sup>62</sup> New Jersey Department of Labor, Annual Data: Total Labor Force, Employed, Unemployed and Unemployment Rate, Municipal Estimates, 2000. New Jersey Department of Labor, State, Labor Areas and Counties: Total Labor Force, Employed, Unemployed and Unemployment Rate, 2002 County Force Labor Estimates (Not Seasonally Adjusted), October 20, 2003.

<sup>63</sup> New Jersey Department of Labor and Workforce Development, Division of Labor Market and Demographic Research at [http://lwd.dol.state.nj.us/labor/lpa/pub/cntyfact/cntyfactsheet\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/pub/cntyfact/cntyfactsheet_index.html), accessed on April 22, 2010.

<sup>64</sup> New Jersey Department of Labor and Workforce Development, Division of Labor Market and Demographic Research, November 2008. *Projections 2016 New Jersey Employment and Population in the 21<sup>st</sup> Century*.

<sup>65</sup> New Jersey Department of Labor and Workforce Development, Division of Labor Market and Demographic Research. February 2010, *Central Regional Community Fact Book, Monmouth County Edition*.

**Table 9.3** below, provides a breakdown of occupation or employment by industry of all residents in Neptune over 16 years of age who are employed.

**Table 9.3**  
**Employment by Industry (Employed persons over 16), 2008**

	<b>Number</b>	<b>Percent</b>
Professional and related occupations	2573	19.11%
Office and administrative support occupations	2,226	16.54%
Management, business and financial occupations	1667	12.38%
Sales and related occupations	1,555	11.55%
Construction, extraction, maintenance, and repair occupations	982	7.30%
Healthcare practitioner and technical occupations	922	6.85%
Transportation and material moving occupations	814	6.05%
Healthcare support occupations	669	4.97%
Food preparation and serving related occupations	568	4.22%
Building and grounds cleaning and maintenance occupations	395	2.93%
Production Occupations	369	2.74%
Fire fighting and prevention, law enforcement and other protective service workers and supervisors	368	2.73%
Personal care and service occupations	338	2.51%
Farming, fishing, and forestry occupations	15	0.11%
<b>Total</b>	<b>13,461</b>	<b>100%</b>

As depicted in **Table 9.3** above, 31.49 percent (adding the 12.38 percent in management, business and financial occupations and 19.11 percent in professional and related occupations) of the total population is employed in management, professional, business, financial occupations and related occupations, and 16.54 percent of the population is employed in office and

administrative support occupations. The healthcare sector provided employment to 11.82 percent (adding the 6.85 percent in healthcare practitioner and technical occupations and 4.9 percent in healthcare support occupations) of the total population, and was followed by sales and related occupations, which provided employment to 11.55 percent of the population. The farming, fishing and forestry occupations had the lowest employment of any of the industry groups in the Township, employing 0.11 percent of the residents. Regarding the percentage of employment in manufacturing and related sectors, 2.74 percent of the population was employed in production occupations, 7.30 percent in construction, extraction, maintenance and repair occupations and 6.05 percent in transportation and material moving occupations. In conclusion, 59.85 percent of the residents were employed in management, professional, business and health care occupations. When viewed from an economic development perspective, the data has several implications:

- A large amount of professionals are employed within the management, professional, business and health care sectors.
- Blue collar workers in Neptune are employed by retail sales, manufacturing and construction sectors.

### **Major Employers in Neptune**

Monmouth County Department of Economic Development and Tourism puts forth a list of major employers in the County based upon the number of employees. Meridian Health System, which includes Riverview Medical Center and Jersey Shore University Medical Center, with a total of 9,700 employees, is the largest employer in Monmouth County.<sup>66</sup> Jersey Shore University Medical Center portion of the Meridian Health System, located on 1350 Campus Parkway in Neptune, is the largest employer in Neptune Township with a total of 3,100 employees. Although not available separately, this facility individually would have been the fourth largest employer in the County. Asbury Park Press, located at 3601 State Highway 66, employs a total

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<sup>66</sup> Monmouth County, Department of Economic Development and Tourism, <http://co.monmouth.nj.us/documents/12/2010%20Major%20Employers-Table.pdf>; accessed on September 27, 2010.

of 656 people.<sup>67</sup> Although this is the 2<sup>nd</sup> largest employer in Neptune Township, however county wide it is the 16<sup>th</sup> largest employer.<sup>68</sup> This is followed closely by the Neptune Board of Education with 640 employees, AIG with 334 employees and Neptune Township with 298 employees.<sup>69</sup> The three big box retails in the Township namely Walmart, Shop Rite and Home Depot with 289 employees, 281 employees and 198 employees, respectively are the next three major employers following the Township of Neptune.<sup>70</sup> United Methodist Homes and Sanitary Linen Supply with 134 and 95 employees respectively are the ninth and tenth largest employers in the Township.<sup>71</sup>

### **Fiscal Considerations**

Like most local governments in New Jersey, Neptune is largely dependent upon property taxes. In 2009, approximately 52 percent of municipal revenue going into the General Fund (not including the surplus carried over from the prior year) came from real property taxes.<sup>72</sup> Tax rates for 2008 and 2009 are shown in **Table 9.4**, below. The total tax rate is the accumulation of County, Township, and School District tax rates. **Table 9.4** shows that of the total 2009 tax rate (2.221 per \$100 of assessed value), 33.59 percent is allocated to the Township. Approximately half of the tax rate (50.61 percent) is allocated to the School District, with the remaining portion (15.81 percent) allocated to Monmouth County. Neptune has a strong base of taxable property. In 2009, the assessed value of taxable land and improvements totaled approximately \$2.9 billion.

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<sup>67</sup> Ibid

<sup>68</sup> Monmouth County, Department of Economic Development and Tourism, <http://co.monmouth.nj.us/documents/12/2010%20Major%20Employers-Table.pdf>; accessed on September 27, 2010.

<sup>69</sup> <http://www.neptunetownship.org/upload/documents/EDC/Neptune-EDC.pdf>; accessed on October 4, 2010.

<sup>70</sup> Ibid.

<sup>71</sup> Ibid.

<sup>72</sup> Neptune Township Clerk's Office. *2009 Municipal Budget of the Township of Neptune, County of Monmouth for the Fiscal Year 2009: Revenue and Appropriations Summaries.*

**Table 9.4**  
**Tax Rates per \$100 of Assessed Value in Neptune Township, 2008 and 2009**

	<b>2008</b>	<b>Percent of Total</b>	<b>2009</b>	<b>Percent of Total</b>
County Purposes	0.319	14.80%	0.324	14.59%
County Health	0.006	0.28%	0.006	0.27%
County Open Space Fund	0.021	0.97%	0.021	0.95%
District School Budget	1.093	50.70%	1.124	50.61%
Local Municipal Purposes	0.717	33.26%	0.746	33.59%
<b>Total Tax Rate</b>	<b>2.156</b>	<b>100.00%</b>	<b>2.221</b>	<b>100.00%</b>
Source: 2008 Monmouth County Board of Taxation Abstract of Ratables, 2009 Monmouth County Board of Taxation Abstract of Ratables at <a href="http://www.visitmonmouth.com/page.aspx?ID=277">http://www.visitmonmouth.com/page.aspx?ID=277</a> ; accessed on September 28, 2010.				

Commercial sites in Neptune continue to make important contributions to the tax base. The following depicts the tax revenues generated in 2009 from some of the commercially assessed properties within the Township:

- Neptune Plaza Shopping Center, located at 2200-2250 State Highway 66, and identified as Block 1500, Lot 23.01, has a total assessed value of \$27.692 million, and its 2009 tax bill was \$615,042.
- The Jumping Brook Realty / Mack-Cali, located at 3600 State Highway 66 and identified as Block 1500, Lot 23.01, has a total assessed value of \$20.596 million, and its 2009 tax bill was \$457,442.
- Asbury Park Press property, located at 3601 State Highway 66 and identified as Block 1508, Lot 3, has a total assessed value of \$10.2 million, and its 2009 tax bill was \$226,542.
- The Home Depot shopping center, located on 3540 State Highway 66, has an assessed value of \$11.816 million and had a total 2009 tax bill of \$297,427.
- OFW LLC, located at 1930 Heck Avenue and identified as Block 266, Lot 33.01, has a total assessed value of \$9.146 million, and its 2009 tax bill was \$203,133.
- West Grove Square Associates, located on 25-75 Main Street and identified as Block 151, Lot 2, has an assessed value of \$11.816 million and had a total 2009 tax bill of \$297,427.

### **Economic Development Capacity**

In Neptune, there are a variety of entities involved in economic development beyond the municipal government. These include the State of New Jersey, Midtown Urban Renaissance Corporation (MURC), State Planning Commission (SPC), New Jersey Department of Community Affairs (DCA) and the US Department of Housing and Urban Development (HUD). The State of New Jersey has designated Neptune's Midtown area as a Community Schools Renaissance Zone. These designations lead to proposed plans for a new community school and renovation/conversion of an existing building into an early childhood learning center. This location also includes a new elementary school.

The MURC is a non-profit organization that is composed of residents, local officials, business owners and religious and civic leaders. Their mission is to secure the necessary resources that will develop and maintain the vitality of the midtown neighborhood. The MURC succeeded the former organization of the Midtown Neighborhood Empowerment Council.

The New Jersey State Planning Commission has designated the Midtown area of Neptune as a "center". A center designation provides the Township with high priority State funding for Township projects. In addition, the center designation expedites permitting for new development and redevelopment. A smart growth planning grant was received in conjunction with Asbury Park City for the West Lake Avenue corridor.

The New Jersey Department of Community Affairs and the US Department of Housing and Urban Development has aided in several curb, sidewalk and streetscape improvements within the midtown area. These projects were funded by approximately \$500,000 of Community Development Block Grant funds. In addition, Green Acres funding was utilized for various park improvements that are located in the Bradley Park and Midtown Areas.

At a local level, Neptune Township has an Economic Development Corporation (EDC) whose mission is to further the goals of the Township through the use of innovative economic programs, grants and loans. The purpose of which is to create new ratables to continue the

Township's long history of stable tax rates, to preserve existing jobs and attracting new businesses to create new job opportunities for Township residents, to utilize limited development areas in ways that will generate the most tax revenue and job opportunities without negatively impacting the schools systems, residents or the environment, and to support a continuous program of community revitalization and improvement.

Following are a few of the funding programs offered within the Township:

### **EDC Programs**

#### ***Facade Grants***

The Neptune Township Economic Development Corporation administers the Facade Improvement Program. This program assists business owners through grants, low-interest loans and architectural assistance in an effort to significantly improve the facades of their properties.

#### ***Business Expansion Assistance***

The EDC offers a low interest loan program to help local businesses expand and create jobs. The program intends to provide assistance to entrepreneurs to enable them to stay within the municipality.

#### ***Tax Credit Programs***

For targeted areas of the Township, the EDC provides assistances to developers in order to obtain below market equity capital, commercial loans and home construction loans.

#### ***Brownfield Programs***

Neptune Township is one of only 11 municipalities eligible for loans and grants to remediate contaminated soil and to upgrade or replace oil tanks. The EDC assists developers in obtaining these monies.

### **Other Programs**

#### ***Health Enterprise Zone***

This program grants tax relief to physicians and medical centers who practice in state designated medically underserved areas.

***Live Where You Work***

This is a home mortgage incentive program that provides low interest mortgage loans and assistance to home buyers that purchase a home in the town of their employment.

***Urban Aid Community***

This is a program of expanded state assistance for economic development, open space and transportation projects.

***Neptune Township Neighborhood Preservation Program***

The New Jersey Department of Community Affairs and the Township of Neptune entered into a contract to provide rehabilitation and revitalization of the Bradley Park neighborhood in order to address housing needs within this target area. The Neptune Township Bradley Park NPP focuses on improvements to owner-occupied homes and commercial properties, improvements to public spaces and neighborhood amenities, and funding for resident organization events. These programs are designed to involve the community in highly visible neighborhood upgrades.

The following programs are offered to income qualified Bradley Park residents and business owners: Paint/Material Incentive Grants (up to \$1000 reimbursement for repair or replacement of doors, porches, railings, steps, walkways fencing, windows, storm doors, siding, gutters, downspouts, roof, shingles, driveway, painting and some landscaping), Housing Rehabilitation Grants (up to \$15,000 grant for major systems and code violations such as heating, electrical, plumbing systems, structural and roofing) and Commercial Façade Improvement Grants (up to \$2,500 with a 1:1 match for improvements to facades, sidewalks, signs and handicapped access improvements).

## **Economic Development Areas**

The Township adopted a strategic Revitalization Plan in October 2004. The plan is a comprehensive strategy for the revitalization of Neptune Township. The Midtown, Bradley Park and Shark River Waterfront neighborhoods are key components of the plan. The plan included a targeted approach, as to where economic development opportunities would prosper. The geographic areas defined within the plan are listed and discussed below:

- Northern Gateway
- Route 35 Commercial Corridor
- West Lake Avenue
- Township Crossroads
- Route 33/Corlies Avenue Corridor
- Eastern Gateway
- Transit Village
- Shark River Waterfront

### ***Northern Gateway***

The Northern Gateway includes properties that are located on the southwestern side of State Highway 35 Neptune/Ocean Township border to Brockton Avenue. The northern gateway encompasses the northerly boundary of Neptune along State Highway 35 to Bangs Avenue. This area contains auto dependent highway orientated commercial uses and buildings that are situated on large lots maintain substantial setbacks from the roadway with parking contained within the front yard area. A traffic circle and several highway ramps establish the area as a vehicular commercial corridor. The Northern Gateway plays an important role in defining the Township's image. As gateways are highly visible, they should present a positive and inviting impression. The gateway should be identified by prominent features which include but are not limited to public art, monuments, landscaping, special paving or surface treatments, unique pedestrian lighting and decorative walls to distinguish Neptune from the adjacent Ocean Township.

From an Economic Development perspective, the Plan recommends soliciting interest in the Township façade improvement program, provision of tax incentives to expand and to construct interior and exterior improvements to buildings, soliciting aid from the State to assist property

owners in making improvements and designating the area in need of rehabilitation pursuant to the powers of the New Jersey Local Redevelopment and Housing Law (LRHL) N.J.S.A. 40A:12A-1 et seq..

### ***Route 35 Commercial Corridor***

The State Highway 35 corridor contains three (3) subsections which includes the area from Brockton Avenue to West Bangs Avenue, West Bangs Avenue to Milton Avenue and Milton Avenue to Heck Avenue.

The Brockton Avenue to West Bangs Avenue segment of State Highway 35 forms the transition from the Northern Gateway to the remainder of the State Highway 35 corridor. Properties in this area contain smaller lot frontages than those of the Northern Gateway. These lots are also characterized by limited lot depths. Uses within this corridor include a mix of retail commercial sales and service uses, automobile related uses, restaurants and residential uses.

The West Bangs to Milton Avenue segment of State Highway 35 consists of commercially zoned lots on State Highway 35 between West Bangs Avenue and Milton Avenue. This area includes the Whitesville site, and is located to the west of the Canada Dry site. The Milton Avenue to Heck Avenue segment of State Highway 35 consists of commercially zoned lots on State Highway 35 between Milton Avenue and Heck Avenue with the exception of the western side of the highway that is located within the West Lake Avenue area. Typical businesses in this area include the Neptune Animal Hospital, transmission repair facility, L&L Plaza, Redwood Inn and Bry's Marine. This area of State Highway 35 does not contain any residential uses.

The Plan recommends that the Township should designate the areas between Brockton Avenue and Monroe, and should adopt a redevelopment plan that encourages the consolidation of existing lots to coordinate a development approach for this portion of the corridor. The Plan also recommends identifying certain areas between West Bangs to Milton Avenue as an area in need of redevelopment, and designating the area from Milton Avenue to Heck Avenue as an area in need of rehabilitation. The Plan recommends that the Township should utilize commercial

revitalization techniques, tax abatements, façade programs and any available State aid to assist businesses in constructing improvements to their properties and businesses.

### ***West Lake Avenue***

The West Lake Avenue area contains three and one half (3½) blocks. This area is located along the east side of State Highway 35 and extends to the municipal boundary of Asbury Park. This area consists primarily of underutilized and vacant properties. Land uses within the vicinity of this area include commercial establishments, auto repair business, single-family residences, taxi stand and a public playground. This area is one of the premier commercial corridors of Neptune Township.

The Township's vision for this area is to restore the commercial component of West Lake Avenue and create a neighborhood center for the midtown neighborhood. This center would consist of commercial, residential and mixed-use structures. The Plan recommends strategies such as redevelopment to consolidate sufficient land area to construct mixed-use neighborhood centers on both sides of the western end of West Lake Avenue, and provision of tax incentives to existing buildings to encourage rehabilitation and reinvestment in existing properties.

### ***Township Crossroads***

The Township Crossroads is located at the intersection of State Highway 33 and State Highway 35. This area represents the traditional commercial "cove" of Neptune and is a key focal point of the Township's revitalization efforts.

This area contains mobility and convenience for local and regional traffic. Fast food restaurants and shopping areas are present within this location. Typically, large parking lots can be found within the vicinity of this area. These parking lots create a sense of isolation and can be unfriendly to pedestrians.

The Township's long range objective for this area is to attract downtown anchor uses with buildings that are located close to the street. More specifically, Plan recommends the provision

of a mix of restaurant, service, retail and office uses that serve the needs of local residents and the traveling public. Windows and entrances are important elements for an aesthetically pleasing pedestrian environment. The Plan recommended designating the majority of the area in need of redevelopment and preparing a redevelopment plan with standards to incorporate the vision of this area as a downtown and designate the remaining properties in need of rehabilitation and encourage and support private revitalization and redevelopment efforts consistent with the Township's vision.

### ***Route 33/Corlies Avenue***

The Route 33/Corlies Avenue area encompasses all properties that front on the southern side of State Highway 33 (State Highway 35 to Memorial Drive) and all properties which front on the northern side of State Highway 33 (Atkins Avenue to State Highway 35). These areas contain several unimproved vacant parcels, vacant buildings and commercial uses (auto detailing and auto repair). The Township has planned roadway improvements and a new land use vision for this area. From a land use planning perspective, there is a desire to not create strip commercial and similar auto dependent only commercial uses but instead create a vibrant commercial corridor in close proximity to residential properties. From an economic development perspective, the Plan recommended designating certain portions of the corridor in need of development and providing tax incentives to expand and improve existing businesses. In general, zoning along State Highway 35 should be examined to promote a variety of commercial uses that are not auto dependent and are pedestrian friendly.

### ***Eastern Gateway***

This section of the Township is the eastern entrance to the Midtown area of Neptune from Ocean Grove, Bradley Beach and Asbury Park. The State Highway 35 and State Highway 71 intersections are located within this location. Additionally, this location serves as the gateway for westbound vehicles that travel to the Jersey Shore University Medical Center, the Garden State Parkway, Freehold and other westerly destinations.

The Township designated this area as a gateway and both private development and public areas are very important for this location. Gateways should be highly visible and should provide a positive and aesthetically pleasing impression. This can be accomplished through landscaping, quality of design, signage and site development. The Plan recommends that the gateway should incorporate visually prominent features such as public art, monuments, special landscape treatment, unique pedestrian lighting and decorative walls as part of its overall design.

### *Southern Gateway*

The Southern Gateway includes properties that front on both sides of State Highway 35. This area includes a mix of commercial and single-family residential uses that are located on small lots containing an area of approximately 7,500 square feet. Several of the commercial properties provide supporting neighborhood commercial uses to residential uses that are located within the vicinity of this area.

A majority of this Gateway is relatively stable. Most of the viable businesses and residential properties appear to be in good condition. There will be a need for continued maintenance, enhancement and improvement of existing properties.

The Township's objective for this area is to encourage and support the physical and aesthetic improvement of businesses and residential properties that are located along the State Highway 35 corridor. The Township envisions limited business expansion within this area that would duplicate the scale and character of the surrounding neighborhood. The Plan recommended that the Township provide tax incentives to expand and improve businesses and site improvements, and designate the area in need of rehabilitation. Additionally the Plan recommended examining the possibility of designating the residential properties on the west side of State Highway 35 and north of 9<sup>th</sup> Avenue as an area in need of redevelopment.

### *Transit Village*

The Transit Village consists of a four-block area that is located within the Bradley Park section of the Township. This location is bounded by Memorial Avenue on the east, 9<sup>th</sup> Avenue on the north, Atkins Avenue on the east, and 5<sup>th</sup> Avenue on the south. Uses within this location include a mix of industrial, commercial and residential. The entire area is located within the Light Industrial Zone District.

Based on the close proximity to the Bradley Beach Rail Station, there is a potential for this area to become a transit village. The Plan recommended designating certain areas as in need of redevelopment and recommended a mix of uses including retail commercial and personal service that would meet the needs of residents of the transit village, the residents of adjoining Bradley Beach neighborhood and attract commuters in Neptune, which in turn would result in economic development of the area. The Plan recommended rezoning the area for multi-family uses with transit supporting density, and creating building and development design standards that would provide opportunities for new development and redevelopment and improve the general aesthetic appearance of the area. This can be achieved by adoption of form based codes, which would encourage a variety of architectural design elements and buildings would be at an appropriate scale so as to not adversely impact adjoining neighborhoods.

A transit village is defined as a compact mixed-use community within walking distance of nearby transit. The Township can explore funding opportunities to designate this area as a Transit Village by pursuing funding options such as the Transit Village Initiative, organized by the New Jersey Department of Transportation (NJDOT) and New Jersey Transit. This program creates incentives for municipalities to redevelop or revitalize the areas around transit stations using design standards of transit-oriented development (TOD). TOD helps municipalities create attractive, vibrant, pedestrian-friendly neighborhoods where people can live, shop, work and play without relying on automobiles. More specifically, this program provides funding for municipalities and counties to construct pedestrian access and safety improvements. This includes the Safe Streets to School program.

The Transit Village Initiative is an excellent model for Smart Growth because it encourages growth in areas where infrastructure and public transit already exist. Municipalities must meet the Transit Village Criteria and complete a Transit Village Application in order to be designated a Transit Village. In addition to community revitalization, the Transit Village Initiative seeks to reduce traffic congestion and improve air quality by increasing transit ridership. Studies have shown that adding residential housing options within walking distance of a transit facility; typically a one-half mile radius, increases transit ridership more than any other type of development. Therefore, one of the goals of the Transit Village Initiative is to bring more housing, businesses and people into the neighborhoods around transit stations. The solicitation for project applications occurs at the same time as the solicitation for municipal aid projects. Applications are solicited, evaluated and rated by NJDOT staff. Based on this evaluation, a list of recommended projects is proposed to the Commissioner of Transportation, who makes the final selection. The program is administered by NJDOT's Division of Local Government Services.<sup>73</sup>

### ***Shark River Waterfront / North Channel Redevelopment Plan***

This area of the Township consists of land that is located on the north side of the Shark River inlet and along State Highway 35. Typical land uses within this area include commercial uses, several restaurants, a hotel, bar/lounge and boat slips. Despite its location, this area suffers from a general negative appearance and economic under-utilization. The Shark River Waterfront represents a multi-faceted opportunity for Neptune to enhance its economic base. The 1998 Neptune Township Master Plan Re-Examination Report had mentioned that there is an opportunity to “redefine the gateway to the Township resulting from the planned replacement of the Shark River State Highway 35 draw bridge.”

The State Highway 35 bridge replacement has been completed for several years and it is appropriate for the Township to continue its redevelopment efforts for this location. The Plan

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<sup>73</sup> State of New Jersey Department of Transportation website  
<http://www.state.nj.us/transportation/community/village/>; accessed on September 27, 2010.

recommends the development of a riverfront promenade extending from State Highway 35 up to the end of the Southern Concourse and designing it to include commercial and residential uses along the promenade next to the water, which will contribute to the Township's economy by drawing local residents and tourists.

### **Redevelopment Areas**

The Township of Neptune maintains several areas within its jurisdiction that have been designated by the governing body as areas in need of redevelopment pursuant to the LRHL, N.J.S.A. 40A:12A-1 et seq., and has adopted Redevelopment Plans for the same. These Redevelopment Plans have been prepared in order to transform vacant and underutilized land to contain productive and economically supportive uses. The Redevelopment Areas are depicted in **Figure 6** and are the following:

#### ***High Pointe – Route 18 Redevelopment Plan***

This is an area bound by State Highways 66 and 18; Neptune Boulevard, West Bangs Avenue and Wayside Road. The larger parcel, located to the west of State Highway 18 and containing 122 acres, is designated as the west parcel, while the smaller parcel, located to the east of State Highway 18 and containing about 44 acres, is designated as the east parcel. The area is identified as Blocks 345-390 and including all the lots therein; Block 1000, Lots 1,2,6,10.01, 11.02, 12.01; Block 1006, Lots 4, 14.01, 17, 18; and Block 1008, Lots 10, 11, 12, 13, 14, 14.02 and 24.

The High Pointe – Route 18 Redevelopment Plan was adopted on December 26, 2001 and subsequently a Redevelopment Agreement was approved by and between the Township of Neptune and Garden State Hi-Tech Park, L.L.C. on July 30, 2001. This Plan was subsequently amended in November 2005 and February 2008 to reflect the changes in market demand since the adoption of the original Plan.

This Redevelopment Area is proposed as Planned Commercial Development (PCD) that will serve both local and regional patrons and is intended to be developed to encourage high quality uses such as planned retail centers, including regional retail, restaurants, hotels, research and

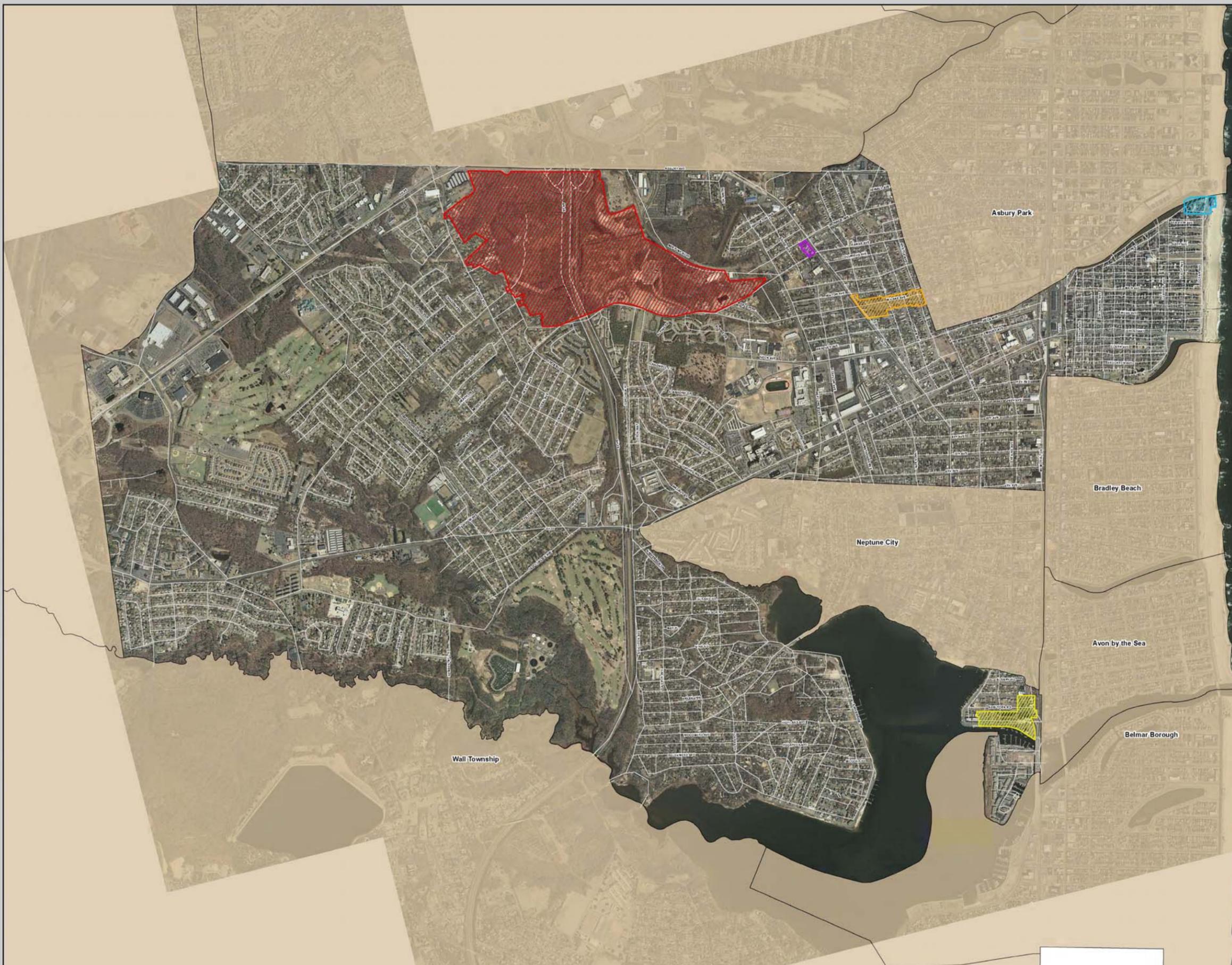
**FIGURE 6  
REDEVELOPMENT AREAS MAP**

**TOWNSHIP OF NEPTUNE  
MONMOUTH COUNTY  
NEW JERSEY**



**Legend**

-  High Pointe Park - Route 18 Redevelopment Area
-  West Lake Avenue Redevelopment Area (Phase I Completed)
-  North Channel Redevelopment Area (Completed)
-  Ocean Grove North End Redevelopment Area
-  Route 35 & West Bangs Avenue Redevelopment Area



**CONSULTING & MUNICIPAL ENGINEERS**

3141 BORDENTOWN AVENUE, PARLIN, N.J. 08859  
1460 ROUTE 9 SOUTH HOWELL, N.J. 07731  
3759 ROUTE 1 SOUTH SUITE 100, MONMOUTH JUNCTION, NJ 08852  
1 GREENTREE CENTER SUITE 201, MARLTON, NJ 08053

WWW.CMEUSA1.COM

DATE 08/17/2011	SCALE 1" = 1000'	CREATED BY JEC
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development facilities. Additionally, the area is proposed to contain Planned Residential and Commercial development, which would allow residential, retail and service uses in accordance with the C-1 Commercial Zoning. Overall the Planned Residential and Commercial development option permits residential development within high-rise structures of 12 stories and 150 feet in height, office buildings to be developed to a height of eight (8) stories and 96 feet with garages to be a maximum of six (6) stories and 65 feet.

### ***West Lake Avenue Redevelopment Plan***

The West Lake Avenue Redevelopment Plan was adopted in 2005 and subsequently the Township entered into a Redevelopment Agreement with CityWorks West Lake, LLC. The area governed by the West Lake Avenue Redevelopment Plan includes all properties fronting along West Lake Avenue between State Highway 35 and the Township's boundary with Asbury Park. The area is identified as Block 178, Lots 4, 4.01, 5 and 6; Block 179, Lots 4, 5, and 6; Block 194, Lots 1, 2, 3 and 173-178; Block 195, Lots 1, 1.01, 2, 3 and 167-172; Block 217, Lots 56-61 and 482, 484 and 487; Block 218.02, Lots 612-618, 627-637, 642, 643 and 646; Block 219, Lots 50, 55 and 488-493; and Block 225, Lots 564-568 and 589-611.

West Lake Avenue was the Township's premier commercial corridors but has declined since the 1960s and at the present state consists of primarily underutilized and vacant properties. Some of the commercial establishments show signs of disinvestment and many buildings in the corridor are substandard. The overall goal of the Redevelopment Plan is the creation of walkable, attractive and inviting neighborhood center to serve the needs of the surrounding residential neighborhoods and the Neptune Township community. Additionally, the Plan was put in place with the objective of improving business opportunities and expansion through promotion of new and diverse economic activities and a variety of businesses in the said area. To that end the land uses proposed within the area consist of senior residential, commercial, restaurant, office and mixed use option, residential and office use overlay and mixed uses consisting of commercial on the first floor and residential on the second and third floor, if applicable. The Plan is currently in the process of being implemented, with Phase I of the project being completed.

### ***Redevelopment Plan for the North Channel of the Shark River***

The North Channel of the Shark River is one of the numerous waterfront areas in Neptune. The Redevelopment Plan for the North Channel of the Shark River was revised on November 27, 2006. In order to further enhance its role as a “Gateway” to the Jersey shore, Neptune Township has identified the North Channel of the Shark River as a critical community and regional resource and proposed its redevelopment as a new waterfront destination for Neptune and the surrounding region. To that end the Redevelopment Plan proposes the creation of a mixed-use waterfront center supporting the recreational, commercial and residential needs of the Township. To that end the area is slated to be developed to contain a variety of residential, commercial and office buildings. If planned and implemented appropriately, the redevelopment of the North Channel can help initiate and support further economic growth and redevelopment in Neptune and provide a wide variety of commercial, recreational and cultural activities that will benefit the residents of the Township. Additionally, it will also promote public access to the waterfront by providing improved circulation, a new public plaza and pedestrian mall and a waterfront walkway and promenade. It is the intent of the Plan to avail of the scenic vistas and waterways in order to attract residents and visitors into the area to shop, dine and recreate in an attractive setting, consequently support economic activity and job creation in the Township as well as an appreciation of the natural resources of the Township.

### ***Route 35 and West Bangs Avenue Redevelopment Plan***

The Route 35 and West Bangs Avenue Redevelopment Plan was adopted in 2008. This area, identified as Block 249, Lots 1,4,5,6 and 10.1 and Block 250, Lots 1.01 and 3 and containing an area of approximately 1.34 acres, has frontage along State Highway 35, Monroe Avenue and Bangs Avenue. The area contains a mix of vacant commercial and residential buildings. The overall goal of the Redevelopment Plan is the commercial redevelopment of the 1.34 acre tract in a manner that will enhance the Township's overall economic base.

### ***Ocean Grove North End Redevelopment Plan***

The Ocean Grove North End Redevelopment Plan, adopted in 2008, provides a planning framework for the redevelopment and revitalization of the former North End Hotel site situated at the north end of the Ocean Grove oceanfront and boardwalk. The subject area containing approximately 5.60 acres is identified as Block 1, Lots 1 and 2, Block 1.01, Lots 3 and part of Lot 1, Block 146.03 and Portions of Lots 1 and 2. The Plan proposes to redevelop the site into a new mixed-use community with a hotel and combination of single-family residential and commercial uses including public spaces and amenities. The purpose of the Plan is to reclaim the North End site as the northern anchor to Ocean Grove, while providing for new opportunities for employment and housing within the Township, as well as enhanced public access to the Wesley Lake waterfront and the oceanfront and beach areas of the Township.

### **Eminent Domain and Redevelopment Initiatives in Neptune Township**

It is anticipated that the above redevelopment areas would provide the Township the necessary ratables and bolster its economic base. The LRHL, N.J.S.A. 40A:12A-1 et. seq., authorizes municipalities that have designated specific areas of their municipalities as areas "in need of redevelopment" to exercise the power of eminent domain and to transfer those properties to a private developer under certain conditions. The Township of Neptune has taken conscientious efforts to not misuse this authority, and to that end has enacted Ordinance No. 09-22 with provisions regarding the use of powers of eminent domain. Pursuant to this ordinance, eminent domain under traditional authority shall continue to exist as to both residential and non-residential property where required in the opinion of the Township Committee for public use or

public purpose such as but not limited to road construction and park or recreation facility use or construction. Additionally, this mechanism can be used in the event that the public health, safety or welfare has been determined to be at issue and condemnation is the last and/or best process for correcting the situation. The ordinance stipulates that under no circumstances this mechanism shall be used to transfer properties to a private developer or other private entity. The ordinance however grants exceptions and notes that the provisions shall not apply with regards to the redevelopment of West Lake Avenue as defined within the adopted West Lake Avenue Redevelopment Plan. The ordinance stipulates relocation assistance to residential and non-residential properties that are subject to eminent domain and stipulates that the West Lake Avenue area should be in accordance with the Redevelopment Agreement entered by and between the Township of Neptune and City Works West Lake, LLC and subsequent amendments, if any, prior to the adoption of this ordinance. The ordinance also sets forth procedures for the implementation of Eminent Domain. Therefore the Ordinance clearly states the intent of the Township to exclude the power with regards to the taking of all property except for traditional public purposes.

### **Recommendations**

#### **1. Revitalize existing local businesses.**

- a. Market the façade improvement program to eligible businesses.
- b. Market the UDAG program to eligible businesses.
- c. Partner with Monmouth County Economic Development Office and NJEDA to market available programs.
- d. Consider creation of Special/Business Improvement Districts along State Highway 35/Ocean Grove.
- e. Enforce property maintenance standards.

## **2. Maintain and attract job-generating businesses.**

- a. Maintain mercantile registration program. This program is a good way to keep track of local businesses. It can help to eliminate illegal businesses and construction without permits. With proper registration requirements, we can extract information about new and existing businesses that can be utilized to market Neptune and to utilize as the basis for a database that can be available to the public and businesses.
- b. Capitalize on existing economic “clusters.”
  - i. Healthcare and medical services are represented by Meridian Health/Jersey Shore University Medical Center and a variety of support offices and businesses.
  - ii. The Historic District is represented by OGCMA and the OG Chamber of Commerce.
  - iii. State Highway 66 is growing into a retail corridor.
- c. Encourage revitalization of areas in need of such, include the State Highway 35 corridor, State Highway 33 between State Highway 35 and Memorial Drive, the Transit Village area and continued redevelopment of Midtown.
- d. Promote the establishment of additional restaurants or groupings of restaurants.
- e. Promote the development of “High Pointe – Route 18” redevelopment zone.
- f. Promote local labor capabilities and qualifications.
- g. Develop an online job bank for Neptune residents and businesses.

## **3. Support growth of the health service industry while protecting viable neighborhoods.**

- a. Promote the maintenance and expansion of Jersey Shore University Medical Center. Encourage future growth on existing property or in areas within the current Civic and Professional Office zones.
- b. Encourage support industries and services to locate in Neptune in support of the hospital. The healthcare center provides invaluable services and jobs to the Neptune Township community. Likewise, it attracts smaller businesses and services needed in support of the hospital such as medical offices, pharmacists, testing labs, medical offices and educational facilities.

**4. Utilize our natural resources to enhance the local economy.**

- a. Improve the municipal marina to provide better public accessibility which promotes tourism.
- b. Promote the dredging of the Shark River to maintain the viability of the existing marina and marine services in Neptune.
- c. Improve municipal parks and greenways.

**5. Capitalize on Neptune's location and State designations.**

**6. Make use of the Township's Educational services.**

- a. Neptune BOE is one of the four largest employers in Neptune and helps fuel the Township's economy. Continued expansion of school enrollment is important to ensure continued improvements in the quality of education provided and maintenance of the quality facilities that exist as a result of recent major construction projects.
- b. Brookdale Community College has located a satellite campus in Neptune Township.

**7. Invest in existing neighborhoods throughout Neptune.**

**8. Improve and expand public transportation.**

## **10. HISTORIC PRESERVATION ELEMENT**

### **Introduction**

Historic site (a term that is used interchangeably with the term “landmarks”) are defined in the Municipal Land Use Law (MLUL) as “any real property, manmade structure, natural object or configuration or any portion or group of the foregoing of historical, archaeological, cultural, scenic or architecturally significance.” Historic districts can be created to include “surrounding properties significantly affecting or affected by the quality and character of the historic site or sites.” The MLUL responds to a generally held belief that those sections of a municipality that still bear the visual imprint of the past should be preserved. The concept is that existing buildings in historic area should be retained, at least as to their exteriors, and that new buildings in such areas should be on the same scale and should have facades compatible with the older buildings.

The designation “historic” is not entirely accurate since that term generally refers to important associations with events, personalities or developments of the past. Historic Preservation as it is used in the MLUL has been described as an aspect of aesthetics in zoning. According to the MLUL, inclusion of an historic preservation plan element in a municipality’s Master Plan is optional. However, its inclusion in the plan is a prerequisite for designation and regulation of historic sites or districts in the zoning ordinance. N.J.S.A. 40:55D-28 provides that a historic preservation plan element of a Master Plan must include “the location and significance of historic sites and historic districts.” Such historic sites and historic districts are required to be based upon identifications in the historic preservation plan element of the Master Plan.

## **Goals and Objectives**

1. To preserve and protect Neptune Township's designated historic sites and structures.
2. To encourage long-term investment in the historic resources of the community.
3. To encourage residents to preserve the historic character, livability and property values of historic structures and neighborhoods by maintaining and rehabilitating historic housing, preventing the deterioration and demolition of historic structures and encouraging new construction that is compatible in scale and design to the physical character of the surrounding neighborhood.
4. To integrate historic preservation into the Township's planning and economic development, housing and cultural programs and cultural activities where appropriate.
5. To increase public awareness about the Township's history, its historical figures and its historic sites and districts.
6. To encourage the ongoing use and reuse of historic structures by private property owners, while encouraging owners to take steps to protect historical and architectural attributes of those structures.
7. Seek to ensure compatibility between new development and nearby historic sites and districts, in terms of both use and appearance.
8. Take advantage of funding, information and other resources available through County, State, and federal agencies, as well as private-sector entities and non-profit organizations that may help identify and protect historic resources.

9. Encourage the community and property owners' participation in seeking historic designation through the Township where appropriate.
10. To encourage the maintenance and rehabilitation of historic structures and to promote high design standards for new structures and streetscape improvements, with special attention paid to critical vistas; including but not limited to existing historic street layout, flared avenues, and other significant community planning elements.

### **Historic Neptune**

Neptune Township was incorporated as a township by an Act of the New Jersey Legislature on February 26, 1879. In the late 19<sup>th</sup> century, boroughs of Neptune City and Bradley Beach were portioned out of Neptune's boundaries. Ocean Grove, which had formerly operated as its own legal entity based on a charter granted by the State of New Jersey in 1870 and largely under the governance of the Ocean Grove Camp Meeting Association (though a secular Borough of Ocean Grove did exist from April 5, 1920 to June 16, 1921) was incorporated into Neptune Township in 1979.

Neptune Township has considerable ties to the past, most of which stem back to before the Township was incorporated in 1869. In the early colonial days there were a number of settlement enclaves in what was to become Neptune. Probably the most significant of these was Shark River Village in the westernmost section of the area. It was a settlement that included homes, stores, a blacksmith/wheelwright shop, a tavern with overnight lodging, a post office, and two churches and graveyards at the least. Over the years its name was changed to Greenville about 1865 and subsequently to Hamilton.

The remnants of this and some of the other early settlements still exist as significant visible reminders of the Township's history. The original Shark River Village Methodist Church was built in 1832-33 at the site in the cemetery across Old Corlies Avenue from where the Hamilton

United Methodist Church is now located. In his “My Memories of Church Life for Over Seventy Years at the Old Shark River Church, now Hamilton Methodist Church”, Archie Height wrote that north of Key East (now Avon-By-The-Sea), near the coast, about 1850-60, “the place was nothing but wilderness.”

## **Ocean Grove**

The history of Ocean Grove is a remarkable story of American place-making, reflecting the Camp Meeting movement, early seaside resort development, Victorian design attitudes and building craft, and the social life of the middle class in the latter nineteenth century. A small portion of Ocean Grove’s history is presented here is a perspective on the subject of the Historic Preservation Plan Element.

In 1868, primarily on the initiative of Reverend William B. Osborn, Minister of the then Greenville Methodist Church, the idea of having a camp meeting down on the beach was conceived. They pitched some tents and had a “gala time.” The following year they repeated this get-together and held their first religious service. From this humble beginning the Ocean Grove Camp Meeting Association was formed and became official at a meeting held at Trinity Church in Trenton, December 22, 1869.

Ocean Grove grew rapidly and became the largest and best known of the Methodist religious resorts of the day. The land was acquired by auction and Frederick H. and Issac C. Kennedy, a local father and son team of land surveyors, to layout the streets and survey the lots under the careful direction of the Camp Meeting Association. It included a diverse variety of structures to serve the community. These included small “Campground Cottages”, larger wooden cottages of Victorian architecture, and the Great Auditorium, a massive barn-like structure supported by iron trusses. The latter was built in 1894 with a seating capacity of 10,000, thus allowing the camp meeting to be held indoors.

The first effort by the Township toward preservation of these historical artifacts was in

1976; the bicentennial of our nation, when it's Bicentennial Committee released an inventory of homes age 100 and older, and awarded their owners plaques signifying such for placement on their properties. These homes were designated as "properties of architectural and historic importance". At that time there were ninety-four (94) such homes and since then others have been added. It was this same year, 1976, that Ocean Grove was placed on both the New Jersey and National Registers of Historic Places.

In 1980 Neptune Township assumed control of Ocean Grove and adopted an historic preservation ordinance that established a Board of Architectural Review (BAR) to oversee any exterior alterations of edifices in Ocean Grove. The Goals and Objectives of that ordinance were as follows:

- To preserve and protect Neptune Township's historic sites, structures and areas that serve as significant visible reminders of the Township's history.
- To encourage long term investment in the historical resources of the community.
- To preserve the historic character, livability and property values of historic structures and neighborhoods by maintaining and rehabilitating historic housing, preventing the deterioration and demolition of historic structures, and encouraging new construction that is compatible in scale and design to the physical character of the surrounding neighborhood.
- To encourage the maintenance and rehabilitation of historic structures and promoting high design standards for buildings and streetscape improvements, with specific attention paid to critical vistas on the flared avenues approaching the ocean and on the Boardwalk, Pier and Beachfront.
- To integrate historic preservation into the Township's planning and economic development, housing and community programs, and cultural activities.

That ordinance included the aforementioned list of properties of architectural and historic importance, and although the owners outside of Ocean Grove opted out of the part of the Guidelines pertaining to the BAR having oversight over exterior alterations, the other protections afforded to them by the Guidelines still applied. In the early 2000s the Township Land Use

Ordinance was amended and Section 104, which renamed the BAR the Historic Preservation Commission (“HPC”). Revisions to the guidelines under which the HPC operates were also adopted.

The continuing evolution of the physical context of Ocean Grove is shaped by evolving uses and evolving materials, as well as a continued commitment to the unique layout of Ocean Grove. The decline of the hotels and rooming houses that previously provided summer lodging gave rise to conversion to multi-family residential uses or provided additional rooming and boarding uses for the indigent. These changes had deleterious effects on Ocean Grove. Ordinance changes prohibiting similar conversions to multi-family use have limited additional deterioration and facilitated a renaissance of investment for single family housing, bed and breakfasts and historic hotels. These types of uses, in conjunction with and as shaped by the unique lay-out and civic design of Ocean Grove are more appropriate to the scale and character of the district and provide an appropriate type of growth and evolution that preserves the character and fabric of Ocean Grove. Through these efforts the Township has demonstrated a strong commitment to the protection of all properties designated as having architectural and historic significance.

### **The Historic Designation Process**<sup>74</sup>

The desire to protect and preserve significant aspects of our past for future generations necessitates an inventory of historic properties to enable informed planning decisions. The process of architectural survey derives from both planning and regulatory informational needs. The National Park Service (NPS), the federal agency responsible for national preservation policy, has defined two levels of survey activity: reconnaissance and intensive. Both require fieldwork and research to record a community’s history, architecture and archaeology, but they differ in the level of effort expended on these activities. However prior to undertaking either the reconnaissance or intensive level survey an interested party should fill out a Preliminary

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<sup>74</sup> Guidelines for Architectural Survey, New Jersey State Department of Environmental Protection, State Historic Preservation Office.

Application and submit the requisite documentation to the New Jersey State Preservation Office (SHPO). The preliminary application is used by the SHPO to aid in its evaluation of properties for listing in the New Jersey and National Registers of Historic Places. The preliminary application is not an application to nominate a property for listing; it is only used to determine whether a property and/or district is eligible.

To be eligible for listing on the New Jersey and National Registers a property must:

1. Be at least 50 years old, unless its exceptionally important;
2. Be historically or architecturally significant on the national, state or local level; and
3. Possess “integrity” from the period during which it earned its significance. Integrity can be defined as a high degree of retention of character-defining features that permits a property to convey a strong sense of its historic qualities.

If a formal opinion of eligibility for a historic property has been rendered based upon the submission of the preliminary application, then more detailed survey information outlined below may be applicable. A reconnaissance-level survey is preliminary in nature and light in coverage, whereas an intensive-level survey is an in-depth look at the survey area. Depending on the needs of the survey sponsor, an intensive-level survey may follow and build upon a reconnaissance-level survey. Reconnaissance-level surveys involve a general review of literature about a community and/or neighborhood and its history. The survey documentation includes a historic overview section that communicates important background information about the survey area and its historic resources. Intensive-level surveys require in-depth historical research and documentation to support an assessment of a property’s eligibility for the New Jersey and National Registers of Historic Places. These surveys more fully document the physical characteristics and significance of a historic property or neighborhood. Sufficient information to make decisions about a property’s and/or neighborhoods eligibility should be provided.

SHPO provide survey forms that are designed to collect and organize the information needed to assess the eligibility of historic properties for listing in the New Jersey and National Register of Historic Places. Different forms are available for documenting New Jersey’s buildings,

structures, districts and objects. Each type of survey form has a set of instructions for its completion, organized by its data fields. The system of forms consists of a Base Form, Attachments, the Historic District Overlay and an Eligibility Worksheet. These forms make recorded information easily accessible and enable resources to be grouped into subtypes, thereby allowing the development of specific contexts for future evaluation.

Planning studies begin at the reconnaissance level. Every property is first documented with the Base form, which organizes basic background information, geographical data, and photographs of the property. These forms will be the only recorded information for an individual property at the reconnaissance level. The reconnaissance report will identify those properties worthy of an intensive level documentation.

At the intensive level, Base Forms for a collection of properties that combine to make a distinguishable entity will be grouped with the Historic District Overlay, which is completed to record basic and descriptive information about the historic district. Base Forms for those properties that are considered to be key contributing properties (i.e., individually eligible) within the boundaries of the historic district are augmented with appropriate attachments.

All the information is reviewed by SHPO to determine if the individual properties and/or districts meet the eligibility criteria for being designated as an historic structure and/or district. An evaluation of whether a property and/or district would meet the more stringent requirements of being listed on the National Register of Historic Places is also evaluated.

### **National & New Jersey Register Of Historical Sites**

The Township has a number of historic resources that reflect it's historically character. The following properties within the Township have been identified on the New Jersey and National Register of Historical Places; last updated October 25, 2010.

**Garden State Parkway Historic District (ID#3874)**  
SHPO Opinion: 8/20/2004

**New York and Long Branch Railroad Historic District (ID#4354)**

SHPO Opinions: 8/20/2004

**Ocean Grove Camp Meeting Association Historic District (ID#2036)**

Area bounded by Main Street, the Atlantic Ocean, and Wesley and Fletcher Lakes

NR: 4/12/1976 (NR Reference #: 76001170)

SR: 12/16/1975

**Scherzer Rolling Lift Single Bascule Bridge (ID#2891)**

NJ Transit North Jersey Coast Line, Milepost 30.43 over Shark River

SHPO Opinion: 9/27/1995

(Big Shark Moveable Span)

**Shark River Golf Course Club House and Support Building (ID#2037)**

Shark River County Park

SHPO Opinion: 12/10/1980

(Demolished c1986)

**Steiner's & Sons Mill (ID#2038)**

Memorial Drive & 4th Avenue

SHPO Opinion: 8/27/1993

## **11. RECYCLING PLAN ELEMENT**

### **Introduction**

The Recycling Plan Element sets forth the goals and policies for Neptune to fulfill its social and statutory responsibilities to minimize solid waste and to maximize the reuse of reusable and renewable resources. This element also has the purpose of coordinating Township policies in this regard with those of the County and State.

The New Jersey Source Separation and Recycling Act adopted in 1987 and the Municipal Land Use Law require that municipal master plans include a Recycling Plan Element. In addition, specific tasks are delegated to counties and municipalities in order to achieve the State Recycling Plan goals.

Solid Waste disposal and recycling in New Jersey is regulated by the New Jersey Department of Environmental Protection under N.J.A.C. 7:26 pursuant to the New Jersey Solid Waste Management Act N.J.S.A. 13:1E-1 et. seq. The New Jersey Solid Waste Management Act and the subsequent regulations provide a comprehensive system for management of solid waste in New Jersey. The act designated all 21 Counties and the Hackensack Meadowlands District as Solid Waste Management Districts and mandated the Boards of Chosen Freeholders in each of the Counties to develop comprehensive plans for waste management in their district.

In 2009, the Monmouth County District Solid Waste Management Plan was amended. This document serves as an inventory, appraisal and policy document guiding waste management activities within the County. The amended document underscores increased recycling efforts, promotes increased capacity in the County, promotes increased education to emphasize better personal and community involvement in the recycling process and describes work towards changes in local ordinances and arrangements to improve recycling services.

## **Recycling Goals and Objectives**

1. Promote recycling to reduce the solid waste stream and increase the reuse of natural resources.
2. Provide a recycling program that fulfills State recycling requirements.
3. Provide a high-quality recycling program that benefits the residents of Neptune Township.
4. Encourage the reduction in the amount of solid waste that Neptune sends to landfills, to the greatest extent practicable, while at the same time furthering the goal of maximizing the amount of recycled materials collected from residential and non-residential properties.
5. Encourage existing commercial and industrial uses to recycle and support the development of “green” industries that incorporate recycling into the production process.
6. Continue to increase recycling awareness through community outreach.
7. Maintain the efficient, user-friendly drop-off process at the Township’s Recycling Center.
8. Curb illegal dumping activities at the recycling center as well as throughout the Township.

9. Encourage the provision of more effective access monitoring and restrictions to better control non-residential and unauthorized use of the center.
  
10. Promote an increased demand for recyclable materials and recycled products.
  
11. Continue to maximize the overall efficiency of the recycling infrastructure.
  
12. Encourage recycling-related job development in the collection, processing and manufacturing sectors.
  
13. Continue to investigate areas for beneficial reuse of leaves and other products collected by the Township.

### **Neptune Township Recycling Program**

Neptune Township is committed to the implementation of an effective municipal solid waste management program emphasizing source separation and recycling in a convenient and cost effective manner, maximizing recycling and minimizing the amount of solid waste disposal, in compliance with current State and County recycling mandates.

The Township is actively involved with outreach efforts to generators, both residents and businesses and institutions, of recycling requirements and opportunities. This includes the Township website, which posts an annual recycling calendar. The Township also completes and submits an annual recycling tonnage report to the State Department of Environmental Protection and the County.

### Residential and Non-Residential Recycling

Residential and commercial recycling is provided by the Township. Certain commercial generators in the Township contract with private haulers directly for the removal of their recycling waste, but they are required to submit tonnage reports to the Township to ensure that recycling is tracked.

Residential and commercial recycling is accomplished by pick-up once each week by the Township. Homeowners may also bring various recyclable materials to the Recycling Center located at the westernmost entrance to the Township's Public Works facility at 2201 Heck Avenue in the Township. Loose leaf yard waste is picked up curbside, every other week by the Department of Public Works.

The following mandated recyclable materials are collected at residences:

- Newspaper tied into bundles;
- Cardboard tied into bundles;
- Aluminum & tin cans;
- Glass;
- Plastic food and laundry containers placed in pails.

In addition to the above, Township residents and businesses can drop off recyclable materials at the Township Recycling Center, which operates Monday through Sunday. The following mandated recyclable materials are accepted at the Recycling Center, in addition to the collected materials noted above:

- Commingled: pourable plastics, glass bottles & aluminum cans;
- Mixed paper;
- Brush & Branches;
- Concrete (2x2x2 Combined);

- Electronics;
- Telephone books;
- Old Clothing (AMVETS);
- Newspaper;
- Yard waste;
- Freon products (applicable fee);
- Cardboard;
- Metal;
- Tires (applicable fee);
- Household grease (by appointment);
- Latex paint.

As indicated above, the Township monitors, tracks and summarizes the annual tonnage rates collected in the Township and submits this information to the NJDEP and Monmouth County on an annual basis. **Table 11.1 Annual Tonnage** below charts the residential and commercial annual tonnages collected in the Township from 2005 through 2010:

**Table 11.1**  
**Neptune Township Annual Tonnages**

Year	Tonnage
2005	67,621.37
2006	40,473.40
2007	950.23
2008	39,802.08
2009	48,998.17
2010	29,158.43
<b>Total</b>	<b>227,003.68</b>

## **Recycling Ordinance**

Neptune Township has adopted several ordinances to advance the Township's recycling and waste management goals, including a Recycling and Solid Waste Disposal Ordinance. The Township Recycling Ordinance identifies policies and procedures for residential and non-residential recycling disposal and management, as well as the management of brush and leaves. The Ordinance further identifies a solid waste collection schedule and associated policies and procedures. The Ordinance also sets forth fees and costs for collections as well as a series of fees for noncompliance.

## **Municipal Recycling Coordinator**

The Township Committee appointed a Municipal Recycling Coordinator selected from Public Works personnel. The Municipal Recycling Coordinator acts as a liaison with Monmouth County and New Jersey Solid Waste Officials, maintains records, performs the annual Tonnage Grant application process, prepares reports as required by State and County agencies, as well as the Municipal Governing Body, regarding local solid waste and recycling programs. In addition to these duties, the Municipal Recycling Coordinator reviews performance of local schools and municipal agencies in conducting recycling activities and periodically reviews local residential and business recycling practices and compliance

## **Enforcement**

The Township enforces its recycling program through joint efforts of the Recycling Coordinator and the Township Clerk. In addition, the Recycling Ordinance can be enforced in Municipal Court upon a complaint signed by a member of the Monmouth County Solid Waste Enforcement Team, a designated representative of the Monmouth County Board of Health, the Municipal Recycling Coordinator, the Public Works Department, the Code Enforcement Department, or the Police Department of the Township of Neptune. Violators are subject to warnings, fines and

court action and/or shall be processed as a lien against the property in question. Residents are encouraged to report dumping and other violations.

### **Recommendations**

Recycling not only saves tax dollars, it also promotes efficient re-use of post consumer wastes and can play a significant role in easing the demand for landfill capacity. One area that deserves greater attention and emphasis is the promotion of recycling in the Township's office, institutional and commercial land uses. As recycling is mandatory in the Township, this recommendation relies more heavily on education and outreach. The Township should increase the recycling awareness throughout the municipality through school programs, outreach and increased recycling containers in high traffic areas such as business districts. Currently, the Township web site has clearly posted information, in a calendar format, which illustrates the various collection times and schedule for each material, as well as indicated the drop-off center location and hours of operation. This is an excellent start and provides very useful and necessary information; however, the Township could go further in its outreach efforts, particularly to the business community.

The Township should also consider requiring each application for a nonresidential use in excess of 1,000 square feet to include provisions for the collection, disposition and recycling of recyclable materials, as required by the Statewide Mandatory Source Separation and Recycling Act. Each application for non-residential use which utilizes 1,000 square feet or more of land, must include provisions for the collection of recyclable materials. Each application shall quantify the amount of recyclable material that will be generated as part of its weekly operation including newspapers, glass bi-metal, and aluminum. The applicant shall provide a storage area designed to contain a one week accumulation of recyclable materials. The storage area shall be designed for truck access for pick-up of materials and shall be suitably screened from view if located outside the building. Presently, there is not such a provision in the Township Code. In addition, it is recommended that builders/developers seeking a certificate of occupancy should be required to

provide receipts demonstrating that construction waste materials, debris and tree stumps have been recycled.

As a way of implementing the above recommendations and lessening the cost of expanding the current program, it is recommended that grants be sought through the Clean Communities Program. New Jersey Clean Communities is a statewide litter-abatement program created by the passage of the Clean Communities Act. The program is managed by the New Jersey Department of Environmental Protection, Department of Treasury, and Clean Communities Council. It's supported by local governments, businesses, community organizations, schools and individuals who work together to keep New Jersey clean. The Clean Communities Act, passed first in 1986 and later in 2002, establishes a funding mechanism for the program by placing a user-fee on manufacturers, wholesalers and distributors who may produce litter-generating products. The user-fee, collected by the Department of Treasury and disbursed by the Department of Environment Protection, generates approximately \$14 million each year. The Township's successful recycling program will continue to grow in importance as the cost of solid waste disposal increases.

## **12. GREEN BUILDINGS AND ENVIRONMENTAL SUSTAINABILITY PLAN ELEMENT**

### **Introduction**

This Green Buildings and Environmental Sustainability Plan Element of the Master Plan (Green Plan Element) has been prepared in accordance with the Municipal Land Use Law (M.L.U.L.). N.J.S.A. 40:55D-28a provides that the Planning Board “may prepare and, after public hearing, adopt or amend a master plan or component parts thereof, to guide the use of lands within the municipality in a manner that protects public health and safety and promotes the general welfare.” The purpose of the Green Plan element is to establish goals, policies and strategies to protect natural resources and to create a healthy and sustainable economy and society.

In 2008, the Municipal Land Use Law (M.L.U.L) was amended to create an additional and optional element of a comprehensive plan (Bill A1559), allowing the adoption of a sustainability plan (C.40:55D-1 et seq.):

A green buildings and environmental sustainability plan element, which shall provide for, encourage, and promote the efficient use of natural resources and the installation and usage of renewable energy systems; consider the impact of buildings on the local, regional and global environment; allow ecosystems to function naturally; conserve and reuse water; treat storm water on-site; and optimize climatic conditions through site orientation and design.

Another bill recently passed (A-3062, S-1303) recognizes wind, solar, or photovoltaic facilities as an “Inherently Beneficial Use” per the M.L.U.L. By placing it in the “Inherently Beneficial Use” category, a facility of that type would be considered a value to the community and would be included with other uses such as hospitals, schools, or child care centers.

Community goals and objectives can be expected to change and evolve rapidly as new and innovative green approaches are conceived and developed, but it is critical that this plan element

reinforce, and not detract from, Neptune’s desirable community character as a carefully planned community.

Since the terms “green” or “green design” and “sustainable” have become commonplace in today’s vocabulary, it is important to define the terms “green” and “sustainable”.

“Green design” is a general term implying a direction of improvement in design- i.e., continual improvement towards a whole and healthy integration of human activities with natural systems.

“Sustainability” is the capability to equitably meet the vital human needs of the present without compromising the ability of future generations to meet their own needs by preserving and protecting the area’s ecosystems and natural resources. The concept of sustainability describes a condition in which human use of natural resources, required for the continuation of life, is in balance with nature’s ability to replenish them.

When taken into consideration with the MLUL provisions for this Plan Element, a theme of conservation at a broad-based level emerges. Nine out of fifteen of the purposes of the MLUL direct the Planning Board to protect the environment, prevent urban sprawl, and protect the State’s natural resources. These nine purposes of the law are listed below, which are consistent with the locally identified goals and objectives of this plan.

- (a) To encourage municipal action to guide the appropriate use of or development of all lands in the state, in a manner which will promote the public health, safety, morals and general welfare;
- (b) To secure safety from fire, flood, panic, and other natural and man-made disasters;
- (c) To provide adequate light, air and open space;

(d) To ensure that the development of individual municipalities does not conflict with the development and general welfare of neighboring municipalities, the county and the State as a whole;

(e) To promote the establishment of appropriate population densities and concentrations that will contribute to the well-being of persons, neighborhoods, communities and regions, and the preservation of the environment;

(g) To provide sufficient space in appropriate locations for a variety of agricultural, residential, recreational, commercial, industrial uses, and open space both public and private, according to their respective environmental requirements in order to meet the needs of all New Jersey citizens;

(j) To promote the conservation of historic sites and districts, open space, energy resources and valuable natural resources in the State and to prevent urban sprawl and degradation of the environment through improper use of the land;

(n) To promote utilization of renewable energy sources; and

(o) To promote the maximum practicable recovery and recycling of recyclable materials from municipal solid waste through the use of planning practices designed to incorporate the State Recycling Plan goals and to compliment municipal recycling programs.

The Green Plan element has been prepared in furtherance of the MLUL purposes to conserve natural resources and promote the maintenance of a clean and healthy natural and built environment.

## **Sustainability Goals & Objectives**

The overriding goal of this Green Plan Element is to outline successful, sustainable practices to guide local business, industry, school, government and community policies, including efforts to reduce pollution, promote energy efficiency and use of renewable energy.

1. Promote the use of “green” technology including but not just limited to solar and wind power.
2. Solar and wind energy systems should be permitted either as an accessory use or conditional use in residential and non-residential zones within the Township. It is recommended that the ordinances include standards wherein the Township allows reasonable wind and solar development while still considering landowners concerns.
3. Encourage the adoption of design standards wherein a development application would take into account building form and orientation for energy efficiency considerations.
4. Promote smart growth development in areas well served by transportation infrastructure.
5. Promote the development of mixed-use neighborhood centers in order to encourage residents to shop locally and reduce vehicle miles travelled.
6. Encourage the reduction of vehicle miles traveled by employees of and visitors to new and existing non-residential developments.
7. Encourage a mix of uses in typically single-use employment centers, such as office parks. Additional uses that should be considered include but are not limited to restaurants, banks, drycleaners and childcare centers. Such a mix will provide convenient services in proximity to employment centers and eliminate the need for separate trips.

8. Focus the Township's remaining development potential on lands that can support smart growth development, are well served by transportation infrastructure, and are in proximity to employment and service centers. Direct the Township's remaining development potential away from environmentally sensitive lands and stream corridors.
9. Encourage pedestrian friendly street design.
10. Encourage the development of access to mass transportation and development of intra-local routes.
11. Encourage increased use of regional and local bus lines.
12. Encourage the use of "green" materials and "green" building practices in future development initiatives.
13. Promote and advance the integration of green technologies into the Township's Land Use planning and building construction process.
14. Continue to investigate the feasibility of engaging in agreements with other agencies within Neptune Township for energy services through Power Purchase Agreements to save costs and energy.

### **Sustainability in Neptune Township**

Planning for sustainability encompasses the decision-making processes for determining where and how to simultaneously preserve and conserve, and where and how to grow. For a community to be "green," it should be in harmony and balance with its natural environment. Harmony and balance includes protecting our natural resources and maintaining biodiversity, maintaining a healthy economy, and providing safe, healthy places to live, work, and enjoy recreational activities.

For such a balance to be maintained, we need to thoroughly examine and improve our efforts to implement environmentally sound practices while recognizing that there are economic and social constraints that need to be considered when evaluating environmental initiatives. From a planning perspective, the intent is to examine and recommend green initiatives that are sustainable, balancing the environmental benefit against its economic and social costs. Neptune Township is committed to work towards becoming a sustainable community and has initiated efforts through the Sustainable Jersey program.

The Sustainable Jersey Program is for New Jersey municipalities that wish to control costs, save money, and take steps to sustain community quality of life over the long term through green planning. This innovative new program is an initiative of the NJ State League of Municipalities' Mayors Committee for a Green Future, the Municipal Land Use Center at the College of New Jersey, the New Jersey Sustainable State Institute at Rutgers University, the NJDEP, the Rutgers Center for Green Building, the NJ Board of Public Utilities, and a coalition of non-profits, state agencies, and sustainability experts. Neptune Township is currently under review for certification through Sustainable Jersey. Certification offers technical resources for a municipality to implement their program and funding as it becomes available. However this is just one means to encourage sustainability throughout the community.

Interested residents can learn more about Sustainable Jersey certification at [www.sustainablejersey.com](http://www.sustainablejersey.com).

This Element offers a policy to work towards sustainability in all municipal functions and operations, when appropriate. At the same time, a variety of initiatives will be offered to inspire residents to move towards a lifestyle that minimizes human impact on the environment. Sustainability practices will be considered in the following activities:

## **Green Buildings & Environmental Sustainability Plan Strategies**

In order to achieve the goals outlined above this Green Buildings and Environmental Sustainability Plan Element is designed to outline successful, sustainable practices to guide local policies, including efforts to reduce pollution, promote energy efficiency and use of renewable energy. This can be achieved through:

- Land Use
- Transportation
- Energy (Conservation)
- Waste

The greatest achievement of the plan will be to gain the involvement and acceptance of green initiatives in the local community. Continuing education and outreach are needed to lead in the direction of a more sustainable future.

### **Land Use**

Land use involves the efficient planning and development of land to shape a community. This involves finding the harmonious balance between developed land and open space. The amount of open space is a key indicator of sustainability, as it has a drastic effect on land use patterns and public health. A Recreation and Open Space Inventory (ROSI) database is maintained by New Jersey municipalities that are part of the Green Acres Program administered by the Department of Environmental Protection. This program helps fund the properties for recreational use and keeps track of the both funded and unfunded parklands. The Township has approximately 583.17 acres of parks and open space, contained within County Parks, Township owned parks and recreational facilities and Board of Education open space. A key goal pertaining to sustainable land use is to efficiently redevelop land to not increase the amount of developed land, while preserving environmentally significant properties in strategic locations that expand the open space system.

Emerging indicators becoming more common in land use development are the number of green buildings, herein defined as LEED certified, although it should be noted that there are several green rating systems. Leadership in Energy & Environmental Design (LEED) Green Building Rating System is a third party certification program initiated by the United States Green Building Council (USGBC). Neptune Township is home to one very notable green building, the Summerfield Elementary School, the only building in the Township to achieve official LEED certification. Various green practices were integrated into the site and building design.

Another land use tool to create more sustainable community is the creation of mixed use zones. Mixed use zones create new or enhance (and legalize) existing areas of mixed commercial and residential uses. These zones allow a variety of uses to live and work in the same area, as well as implement physical requirements to construct areas of business and community activity that are walkable. A variety of these zones are available, such as form-based codes, hybrid codes, transit-oriented zones, traditional neighborhood development, and other mixed use zones. To that end, the Township currently maintains one (1) mixed-use Zoning District in the Township. The Marina Mixed-Use Zone seeks to provide for a well balanced mix of residential and marine oriented retail uses that enhance the Shark River Waterfront area while respecting the importance and significance of its coastal environment.

## **Transportation**

Vehicular transportation dominates the way people get around in the Township and the overall area, but efficient and environmentally-friendly mobility is essential to a sustainable community. Various transportation statistics were found in the American Community Survey (ACS), as part of the Decennial Census Program, for the years 2005-2009. This survey represents a sampling, of the population on a rotating basis. Since the ACS is conducted every year, rather than once every ten years, it will provide more current data throughout the decade. As of the drafting of this Element, the 2010 Census Data had not been released for the State of New Jersey.

Census data shows that the mean travel time to work for Neptune residents is 24.6 minutes, only marginally above the national average of 24.4 minutes. Longer commutes lead to higher congestion in and around the area; however, commuting times for Township residents appear to be in line with the national average.

Of the commuters whose origin is in Neptune, 79% of them drive alone to work, which is greater than the national average of 76%. Remaining Township residents carpool (10%) or take public transportation (3%). The remaining 3% reportedly worked from home. 89% of Township residents have access to an automobile, while 11% of the households did not have access to a car, truck, or van for private use. The national average is over 8% without a vehicle. Interestingly, and despite the relatively high percentage of households without access to a motor vehicle, multi vehicle households were not rare in the Township. 34% reportedly maintain two (2) vehicles and another 16% had three (3) or more. Emissions reduction would result in the diversification of transportation modes and decline in automobile ownership.

Though changing, the dominance of the automobile is also reflected in the number of trails, bikeways, and bike lanes within a given municipality. Neptune Township has limited opportunities for dedicated or shared bicycle lanes, but there remains opportunity to increase bikeways in the Township. The Shark River Waterfront should contain bicycle routes along the water on Riverside Drive and at the northern and southern concourses. By increasing the number and length of bikeways and trail opportunities, the Township can provide more opportunities for cycling and walking, which in turn will contribute to a decrease in dependence on the automobile and the emission of green house gases.

### **Energy (Conservation)**

The Township purchases energy from a number of utilities for the natural gas and electricity provided to Municipal facilities. A full community-wide audit would be needed to determine the usage for the entire Township. To determine annual Municipal use, utility bills for the year 2010 were examined for all providers. Jersey Central Power & Light Company' (JCP&L) provides

electricity service to municipal facilities, which consists of the Public Works and Municipal Building complexes, Library, and various smaller sites) and street lights around the Township.

Neptune should investigate the annual average kWh expended per year to establish a baseline of electrical energy consumption. A kilowatt (kWh) or kilowatt-hour expresses a unit of energy equal to 1000 watts for one hour. Once a baseline is established, targets for reduction can be put in place and annual reduction targets can be set. The largest consumer of energy is the street lights throughout the Township, which in a given municipality, typically accounts for almost 2/3 of the total costs in electricity. Township facilities typically account for the balance of energy consumption. Several measures can be taken to also reduce electricity consumption by Township facilities. These are discussed more fully in the Green Plan Strategies section below.

Natural gas is supplied to municipal buildings from New Jersey Natural Gas. During the year 2010, Neptune facilities consumed approximately 81,428.66 Annual Therms of gas at a cost of approximately \$98,265.65. One therm is equal to 29.31 kWh or the energy equivalent of burning 100 cubic feet of natural gas. Since gas meters measure volume and not energy content, a therm is used to convert the volume of gas used to its heat equivalent, and thus calculate the actual energy use.

Gasoline in the municipal fleet of vehicles was also reviewed, using the 2010 calendar year as a sample. The municipal fleet consists of 185 vehicles for police use, building and zoning inspection, public works infrastructure service, and others. Fuel stations for Township vehicles are owned and operated by the Township. On average, slightly more than 100,000 gallons of gasoline and approximately 90,000 gallons of diesel fuel is consumed by the Township fleet on an annual basis.

The reduction in consumption of electricity, gas, and water by Township facilities, private residences, and businesses will benefit the overall community.

## **Waste**

The Township collected almost 30,000 tons of recyclables from the community in 2010, diverting 60% of the total debris from the waste stream, exceeding the standards set by the State of New Jersey Solid Waste Management Plan. These recycled materials include paper, cardboard, glass, metals, appliances, yard waste, oil, tires, e-waste, leaves, and wood chips.

Wastewater is water consumption that is returned to the sewer system, which comprises of sewage, infiltration and inflow water. Infiltration is water other than sewage that enters the system through defective piping or connections. Infiltration levels directly correlates to the increase and decrease in the water table. Inflow is water other than sewage that enters from sources such as roof leaders, cellar drains, yard drains, area drains, and manhole covers and is the direct result of rainfall. The amount varies year to year, depending on rainfall.

The major objective of a sustainable sanitary sewer system is to reduce wastewater, which will therefore relieve a sewer system that will reach maximum capacity with the growth of consumption. In addition, a decrease in wastewater will lessen the need for energy to treat the water further down the line. There are several ways to achieve this goal by each segment. Overall, conservation is the best action with the greatest result and minimal cost. Another example is the use of rain barrels to collect rainwater along with native gardening to decrease consumption of water. Also, the reuse of water also known as grey water would contribute to reductions.

## **Recommendations**

The following actions can be accomplished internally (within the Township government) and externally (for the overall Township). Internal measures refer to the actions a local government can take to reduce the emissions associated with their operations and activities, while external measures target the reductions associated with the operations and activities of Township residents and business owners.

### **Land Use:**

Encourage and facilitate responsible development with efficient land use that reduces sprawl.

- 1) Implement and standardize efficient land use practices.
  - a. Promote redevelopment of brownfields and greyfields with existing infrastructure into redevelopment zones.
  - b. The Township currently maintains several historic districts and one mixed-use district. Evaluate and consider the establishment and or extension of additional mixed use and historic zones, which will increase walkability thereby reducing vehicle trips.
  - c. Research the feasibility of amendments to the Stormwater Management Plan that incorporate new practices and expands upon best management practices (BMP), such as rain gardens, bioswales, and the like, with improved basin design guidelines that utilize native plantings.
  - d. Encourage co-location of new telecommunications facilities to reduce land consumption and share resources.
- 2) Establish a municipal Green Building Program.
  - a. Develop a green building ordinance that follows state or national standards (U.S. Green Building Council LEED).
  - b. Educate employees, encourage or sponsor staff to become LEED-AP Accredited Professionals

- c. Provide information about green building to the public through the Township website and community workshops in partnership with community and civic organizations.
  - d. Create a Green Business Recognition program rewarding companies that utilize green practices.
- 3) Improve existing and continue to assemble meaningful open space.
- a. Explore utilizing conservation easements to obtain sensitive lands not feasible for private development.
  - b. Hold annual community tree plantings in parks and local government facilities, as well as starting a Township tree sponsorship program.
  - c. Encourage a program that creates community stewards for neighborhood parks to care for and improve the quality of recreation.
  - d. Consider the implementation of a “Meadows Program,” which implements “Low-Mow” practices that restrict mowing on parcels to allow naturalized areas to develop where possible.

**Transportation:**

Promote transportation and mobility options that reduce pollution emissions.

- 1) Encourage programs that reduce commuter trips.
  - a. Promote car-pooling and mass transit use by municipal employees.
  - b. Streamline one-stop permitting and web site functions, such as online payments, to reduce multiple trips by the public to municipal buildings.
- 2) Incrementally improve municipal fleets for efficiency and less Green House Gas emissions.
  - a. Periodically analyze existing vehicles to see if old and/or under-used vehicles should be retired and maintain a regular maintenance schedule for all vehicles to ensure they are operating at peak performance ability (i.e. proper tire pressure, clean air filters, etc.).

- b. Continue to investigate feasibility of alternative fuel vehicles (biodiesel, ethanol, electric, compressed natural gas, etc.) and/or fuel efficient smaller fleet vehicles, as technology and cost efficiency improves.
  - c. Continue and possibly expand the program of police officers on bicycles and review the use of bicycles for other Departments.
  - d. Consider providing alternative fuel sources at the municipal filling station.
  - e. Promote state anti-idling laws of non-emergency municipal vehicles through signage, employee training, and other education methods.
- 3) Invest in public infrastructure to promote non-vehicular and more efficient transportation systems.
- a. Improve traffic signal synchronization for optimal efficiency of operating vehicles.
  - b. Standardize pedestrian infrastructure, such as sidewalks, crosswalks, bicycle racks, and walkable design.
  - c. Complete a comprehensive Township Bicycle & Pedestrian Plan to install bike lanes, trails, and similar infrastructure, particularly to complete the Shark River Waterfront.
  - d. Consider coordinating with a car sharing program (Zip Car, etc.) to establish services at key locations.

**Energy:**

Utilize cleaner energy sources that minimize negative effects and maximize energy efficiency.

- 1) Serve as a model of building efficiency, by implementing completing a comprehensive municipal energy audit and then implement the recommendation(s) of the municipal energy audit.
  - a. Install energy-efficient exit sign lighting and any exterior lighting retrofits with energy-efficient fixtures (LED, high pressure sodium)

- b. Replace incandescent light bulbs with compact fluorescent light (CFL) and or light emanating diode (LED) bulbs in all Township facilities.
  - c. Consider expanding the number of facilities to install solar panels and reflective roofing, on expansive roofs of Township facilities.
- 2) Establish energy-saving strategies, through government employee policy and training for all community services and facilities.
- a. Institute a “lights out when not in use” policy with signage and training.
  - b. Ensure computers are turned off after work hours by assigning employee to check all stations before closing.
  - c. Reduce lighting levels where feasible and consider the use of sensory lighting sensors.
- 3) Encourage energy efficiency of public utilities for emergency services, schools, businesses, and community residents.
- a. Revisit lighting ordinance to reduce light pollution with upward and/or excessive light levels.
  - b. Promote usage of energy-efficient traffic and street lights (LED, high pressure sodium) in development projects.
  - c. Consider alternative-powered mowers and landscape equipment, over existing gas-consuming machines.
  - d. Examine funding sources to implement a low-income weatherization program into affordable housing programs. The State of New Jersey currently administers such a program through non-profit providers.
  - e. Support green electricity from solar, geothermal, wind or hydroelectric sources.

## **Waste:**

Reduce waste by reducing, reusing, and recycling.

- 1) Establish internal government paper reduction strategies, through employee policy and training, encouraging Township-wide adoption in public and private sectors.
  - a. Streamline electronic documents processing, educate employees regarding paper waste caused by faxing and printing.
  - b. Consider the establishment of a Township policy regarding double-side copying of all Township documents.
  - c. Reuse all paper when possible (i.e. blank back for scrap paper).
  - d. Strategically remove all Township Departments from junk email, faxes, etc.
  - e. Restrict black and white printing on all color printers.
  - f. Process and remit payments of Township bills on-line.
- 2) Establish new and improve existing recycling programs.
  - a. Continue residential and commercial recycling program.
  - b. Investigate a municipal program for reuse or recycling of construction and demolition materials.
- 3) Increase the use of composting in the Township.
  - a. Identify funding to distribute compost bins to private residential homes.
  - b. Establish compost bins at municipal facilities for employee use.
  - c. Educate residents of the benefits of composting, utilizing school system and youth programs.

## **Implementation**

To implement the necessary actions identified in the Sustainability Plan with fiscal responsibility, federal, state and county sources of funding will be strategically identified, and

combined with other forms of revenue. Therefore, this will not impose a negative impact on Township residents and businesses. All forms of revenue used for these initiatives will be applied in a judicious manner to provide a better quality of life for the Township's community. The formulation of a Sustainability Plan to improve the environmental quality of life for the community and the environment, by acting as progressive leaders to conserve and improve the environment by reducing the Township's overall carbon footprint, is a key priority of the Township.

### **13. MASTER PLAN CONSISTENCY**

As required under the State of New Jersey's Municipal Land Use Law (MLUL) a "master plan shall include a specific policy statement indicating the relationship of the proposed development of the municipality as developed in the master plan to:

- (1) The master plans of contiguous municipalities;
- (2) The master plan of the county in which the municipality is located;
- (3) The State Development and Redevelopment Plan adopted pursuant to the "State Planning Act,"; and
- (4) the district solid waste management plan required pursuant to the provisions of the "Solid Waste Management Act," P.L.1970, c.39 (C.13:1E-1 et seq.) of the county in which the municipality is located.

#### **Master Plans of Contiguous Municipalities**

Neptune township shares land boundaries with the following municipalities: Wall Township, Tinton Falls, Ocean Township, Asbury Park, Bradley Beach, Avon By The Sea, Neptune City, and Belmar Township. The zoning and land uses that have been adopted for lands bordering Neptune Township in Neptune City, Avon By The Sea. And Bradley Beach appear to be consistent with the planning principles that have been adopted for proximate areas of Neptune. In sum, these areas have been zoned for residential and commercial uses, which are consistent with the lands within Neptune that border these municipalities.

#### **State Development and Redevelopment Plan**

The State Development and redevelopment Plan provides a general framework for the future development of New Jersey. Municipal Master Plans should comply with the goals and policies outlined in the Plan to ensure the quality of life for all residents. The New Jersey State Planning Commission adopted the latest Plan on March 1, 2001. However, on April 28, 2004, the New Jersey State Planning Commission approved the release of the Preliminary State Development

and Redevelopment Plan and the Preliminary State Plan Policy Map. This action launched the third round of Cross-acceptance, a process designed to encourage consistency between municipal, county, regional and state plans to create a meaningful, up-to-date and viable State Plan. Through Cross-acceptance, negotiating entities work with local governments and residents to compare their local master plans with the State Plan and to identify potential changes that could be made to achieve a greater level of consistency with statewide planning policies. Subsequent to the release of the Preliminary State Plan and related mapping in 2004, additional Cross-acceptance mapping was approved by the State Planning Commission on July 19, 2006 and updated on August 1, 2006.

Both the current and the proposed State Plan Policy Map places Neptune Township within the Metropolitan Planning Areas. While the State Plan designates a small portion of the Township as a County Park, the majority of the Township is located in the Metropolitan Planning Area (PA1), which is the most urban of the State's five (5) planning area classifications. Communities that have been designated as Metropolitan Planning Areas generally exhibit mature settlement patterns with a diminished supply of vacant land. In established communities such as Neptune, and other municipalities located proximate to the Township, the reuse of existing properties will be the major form of new construction. The land use policy objectives of Metropolitan Planning Areas are to:

- (1) Promote redevelopment and development in cores (i.e., downtowns) and neighborhoods through cooperative regional efforts.
- (2) Promote diversification of land use, including housing where appropriate in single use developments, and enhance their linkages to the rest of the community.
- (3) Ensure efficient and beneficial utilization of scarce land resources to strengthen its diversification and compact nature.

Consequently, the Township's Master Plan recognizes this designation and will support the intent and principles of the State Plan. Further, the overall objectives and policies of the Neptune Master Plan shall be consistent with these goals.

### **Monmouth County Growth Management Guide/Coastal Monmouth Plan**

The Monmouth County Growth Management Guide (GMG) is the Master Plan for future development in Monmouth County. The GMG, which was adopted in 1995, divided Monmouth County into five (5) regions. A comprehensive set of planning Goals and Objectives, and Policies for the Bayshore Region, of which Neptune Township is located within, have been adopted and are considered elements of the County's 1995 Growth Management Guide.

Presently, these items still qualify as the overall planning policy guidance document at the County level. As such, during the drafting of the Neptune Master Plan update process, Neptune will ensure that its Master Plan efforts are consistent with the Goals, Objectives, and Policies that have been adopted and incorporated into the Monmouth County Growth Management Guide.

It should also be noted that Neptune, along with 29 other contiguous municipalities are currently participating in a regional planning effort that was initiated by the Monmouth County Planning Board. This effort was initiated to culminate in a cohesive plan for the future development of the County's Atlantic Coastal Region which features municipalities that range from cities to developing suburban areas to small, fully developed beachfront towns. Many are long-established "Shore" towns, historically associated with summer tourism, which are now being developed and redeveloped to accommodate thousands of new, permanent residents. Other communities, which are more inland, are also engaged in redevelopment and revitalization.

The Coastal Monmouth effort will strive to create a land use plan that will accommodate market demands while directing growth in a sustainable manner that considers environmental resources and community character.

### **Monmouth County Solid Waste Management Plan**

The Neptune Master Plan update will be consistent with the goals of the Solid Waste management Plan of Monmouth County. The Township of Neptune has incorporated waste management requirements that are consistent with those of Monmouth County.