Why Reexamine the Master Plan

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

- Economic Development Element
- Open Space & Recreation Element
- Circulation Element
- Conservation Element
- Utility Element
- Community Facilities Element
- Land Use Element
## Opportunities – Regional Market

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

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

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

- The State’s Biggest Transportation Projects in NJ
  - $500 million Route 52 Causeway with many amenities
  - $130 million Garden State Parkway Bridge with multi-use path
Opportunities – A Walkable/Bikeable Community

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

- Historic Structures
- 2,800 single family homes
- 1,800 multifamily homes and apartments
Superstorm Sandy and the Master Plan process has provided a variety of funding options for:

- Post Sandy Planning
- Transient Marina
- Stormwater Infrastructure
- Elevating structures
- Renovating Historic structures - Gateway
- Dredging – USDOI Grant
- Coastal Protection – USDOI Grant
Challenges – Local Economy

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

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

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