

STONE HARBOR MASTER PLAN

STATEMENT OF OBJECTIVES

&

LAND USE PLAN ELEMENT



Adopted on
June 22, 2009

Stone Harbor Borough Planning Board
9508 Second Avenue
Stone Harbor, New Jersey 08247

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STONE HARBOR MASTER PLAN

LAND USE PLAN ELEMENT & STATEMENT OF OBJECTIVES

Introduction

Stone Harbor is a coastal resort community with an abundance of natural resources, attractive residential neighborhoods and a thriving downtown district. As a seasonal resort, the extreme fluctuations in local population from seasonal to non-seasonal months have social, economic and physical (land use) ramifications. Balancing the needs and services of permanent residents, guests and merchants is a challenging and sometimes daunting task. This master plan addresses those challenges by providing a comprehensive analysis of existing land use conditions and recommendations for future planning policies.

Stone Harbor is located in Cape May County, the southernmost county in New Jersey, and is approximately 150 miles south of New York City, 80 miles southeast of Philadelphia, and 130 miles due east of Washington, D.C. The Borough occupies approximately 1.6 square miles of Seven Mile Island, a barrier island along the Atlantic Ocean coastline with the Borough of Avalon, located north of Stone Harbor.

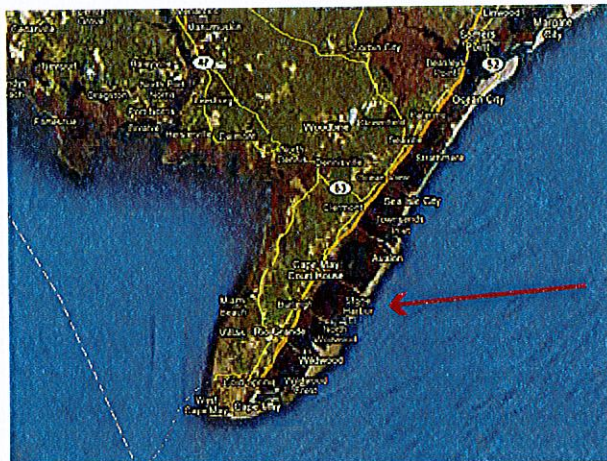
The primary access to Stone Harbor is through Middle Township and a four-mile causeway. Other access points are through Avalon to the north and south across the Hereford Inlet south towards North Wildwood.

Importance of the Master Plan

This master plan provides the vision for the future development and conservation of the Borough and, as such, is an important document for every resident and business owner in Stone Harbor. It identifies issues and concerns of critical importance to the quality of life in Stone Harbor Borough and provides a blueprint for addressing those issues by guiding future planning policies and private sector development.

Some of the many issues the Master Plan addresses are the need for:

- clean and healthy beaches
- navigable bay waters
- an economically vibrant downtown district
- a unique destination spot on the Shelter Haven Basin
- pristine wildlife habitats; and,
- a public marina with enhanced activities and uses



Stone Harbor is situated on the Jersey Cape in Cape May County.
(Map source: Google Maps)

The Stone Harbor Planning Board prepared this Land Use Plan Element for adoption in accordance with the Municipal Land Use Law, NJSA 40:55D et al. The Plan is intended to govern future land use policies. It provides local officials, residents and business owners with a vision for future development and conservation within the Borough.

The implementation of the Plan is achieved through zoning and land development ordinances and publicly-sponsored projects. The document is a useful resource for local officials, residents and business owners. It recommends land use initiatives and public policies, which can aide the Borough Council in its planning and budgeting process. It also serves as a useful document for the Planning Board, Board of Adjustment, residents and prospective developers/applicants so that they can better understand the purpose of the Borough's ordinances and the vision for which the ordinances strive to achieve.

Mission Statement

The Stone Harbor Master Plan provides a vision for the future development and conservation of the Borough. The Master Plan speaks to the long-term protection of the Borough's precious beaches, bay waters and wildlife habitats. It provides a blueprint for the revitalization of Stone Harbor's unique downtown area and provides planning policies to protect the character of the Borough's distinct neighborhoods and community character. The following mission statement forms the foundation of this Master Plan and provides the basis for the planning analyses and policies that follow.

Stone Harbor Mission Statement

To preserve and enhance Stone Harbor as a safe, family-friendly, prestigious coastal resort community with a thriving town center for the enjoyment of permanent residents, second homeowners, and visitors.

Contents of the Land Use Plan Element

The preceding mission statement is the springboard for this Land Use Plan and is followed by an analysis of past trends and current conditions; a summary of the public outreach process with a vision statement and statement of objectives; and recommendations for new planning policies and regulations.

PART 1: ANALYSIS OF EXISTING CONDITIONS

A MAJOR TRENDS AND ISSUES

The popularity and intrinsic charm of Stone Harbor are a result of its natural resources and pristine coastal setting. The coastal features provide a cornucopia of leisure and recreation for residents and visitors of all ages. They also provide critical habitats for fish and wildlife, as a well as an overall scenic backdrop for the family resort community. The wealth of these resources, however, is not without cost or challenges. The attractive setting has increased the popularity of the Borough as a place to live, changing the demographics of the community and causing its high property values to soar even higher. The popularity of the community has also resulted in development and reconstruction that, in some areas, is slowly altering the character of its neighborhoods.

Stone Harbor's current demographics reflect a decrease in the number of permanent residents and rental housing units and an increase in the number of second homeowners. The latter spend considerably less time in the Borough than the permanent residents and tenants, resulting in a shorter and less dense seasonal population. These changes impact the downtown district as business owners and merchants struggle with the difficult combination of high property values and rents with fewer patrons.

Emanating from these demographic changes are several distinct groups and sub-groups of stakeholders with both common and competing interests. Year-round or permanent residents include both families and retirees. Families typically seek year-round social and recreational programs and facilities for both children and adults. They also look for a variety of local goods and services on a year-round basis. Retirees are typically less interested in recreational programs, but are very involved in social activities, many of which are outside of the Borough. Retirees are very concerned about taxes and the need for essential goods and necessities.

Second-homeowners, on average, have high

expectations about the quality of life in the Borough. They are concerned about the character of the downtown area and seek a plethora of activities during the summer season. This group, on average, is more affluent than the permanent residents and prefers to see upscale shops and restaurants in the Borough. The last major group of stakeholders includes the Borough's merchants and business owners. This group requires a critical mass of people to patronize their businesses. It is this group that has been affected the most by the new demographics.

The competing needs and interests of the above stakeholder groups must be reconciled with two important community goals. First, the Borough's downtown area has experienced a decline in patrons because tourists and second-home owners are spending less time than tenants during the peak season and shoulder seasons. To continue to thrive and be economically viable, the merchants need a longer season of patrons and the devoted patronage of both permanent and seasonal residents, as well as tourists.

Secondly, the Borough's families play a particularly important role in the vibrancy of the community. While many residents of all ages play an active volunteer role in the Borough, the young and middle-aged residents from this group have historically contributed significantly to important local community services, such as volunteer fireman and emergency medical technicians. This group includes many local business owners and employees. The children and their parents also provide an important diversity in the year-round complexion of the Borough, without which it would become a virtual retirement community. Balancing these two goals with the needs of the stakeholders is an important and challenging task.

Other land use issues in the Borough are more narrowly focused and include the changing patterns and intensity of development and the complicated and costly task of protecting and conserving the

Table A. Stone Harbor Population Trends									
1920	1930	1940	1950	1960	1970	1980	1990	2000	2007*
159	363	383	670	834	1089	1187	1025	1129	1021
Source: US Census Bureau, * Cape May County Planning Department estimates									

Borough's natural resources. The former relates to the trend toward larger homes and larger footprints, slowly increasing the density of the residential neighborhoods. The latter refers to the complicated tasks associated with beach replenishment, bay dredging, and habitat restoration among other issues. All of these tasks are costly and the need to understand and prioritize the projects is critically important.

The new demographics and ongoing land use issues pose many challenges to the Borough. The competing needs of families, retirees and visitors must be reconciled in a long-term vision for the community. Additionally, a comprehensive approach to downtown revitalization and environmental protection must be identified and implemented. This master plan attempts to address these issues through an analysis of current conditions, followed by recommended planning policies for the future.

B DEMOGRAPHICS

As a coastal resort town, Stone Harbor's small year-round population increases nearly twenty-fold in the summer months. The seasonal population includes second-home owners, tourists that rent lodging, and daily visitors. Recent demographic changes in the community have resulted in a decrease in both year-round residents and rental lodging and an increase in second-homeowners. This, in turn, has created other issues in town because the second-home owners spend less time in the Borough, on average, than tenants, reducing the number of patrons for the downtown merchants and businesses. This is an important issue that has been threaded throughout the master plan.

Permanent Resident Population and Income

Stone Harbor's year-round population for 2007 was estimated to be 1,021 persons. This is the second

time in the Borough's history that there has been a decennial decline in year-round population. See Table A for the population trends since 1920. While the reason for the out-migration has not yet been confirmed, it is likely attributed to a combination of extraordinarily high property values and willing buyers. The cohort, or age, breakdown of Stone Harbor's 2000 permanent population includes 106 persons (8%) under 18 years of age; 413 persons (34%) between the ages of 18 and 55; and 709 persons (58%) over the age of 55.

Table B. Select Economic Statistics (1999, 2000)		
	Stone Harbor	New Jersey
Median value of SF/owner-occupied home	\$445,300	\$170,800
Labor force (percent of population)	48.50%	64.20%
Median household income in 1999 (permanent residents)	\$51,471	\$55,146
Source: US Census, 2000		

The Borough's permanent residents have modest incomes, typical of the median household in New Jersey. See Table B for the comparative median household incomes in Stone Harbor and New Jersey for 1999, which were \$51,471 and \$55,146, respectively. Note that the income levels of Borough residents are not as high as the statewide median income. This is because a large percentage of the Borough's permanent residents are on retirement incomes, which skews the median income statistics. Also, the income figures do not account for the Borough's second homeowners who report income to their primary place of residence.

Table C. 2002 Gross Household Income of Property Owners *	
Income	Percent of Property Owners
\$50,000 - \$75,000	22%
\$75,001- \$100,000	15%
\$100,001 - \$250,000	35%
> \$250,000	29%
Source: 2004 Stone Harbor Property Owners Survey	

Seasonal Population

The Borough's population in the summer months swells to over 23,000 persons according to the Cape May County Planning Department. This includes the permanent population as well as the seasonal population, including second-home owners, overnight visitors and day visitors. By definition, the second-home owners do not claim Stone Harbor as their primary residence, so there are few studies of their demographics. However, in 2004, the Borough conducted a professional survey of all property owners in the community regarding various land use policies.

The survey, which provided a 62% response rate, included income statistics of both permanent and seasonal residents. Of the 1,784 respondents, only 19% considered themselves to be year-round residents and 81% indicated their primary residence was outside of the Borough, representing a sizeable portion of the second-homeowners. The survey revealed that the seasonal homeowners are much more affluent than the year-round residents. Table C shows that over 60% of the survey respondents had incomes over \$100,000 and 29% of the respondents had incomes over \$250,000. These figures may be compared to the median income of permanent residents in 1999, which was \$51,471.

Housing

The US Census reports 3,428 housing units in the Borough as of 2000, with 596 of the homes as permanently occupied, 2,549 homes listed as seasonal, and the balance of the housing units for sale or for

rent. Of the 596 year-long occupied housing units, 499 were owner-occupied and 97 were renter occupied.

While the Borough's Housing Plan Element examines the housing characteristics in depth, it is important to recognize in this plan the particularly high property values in the community. The median household value of a single family home in 1999 in Stone Harbor was \$445,300, according to the US Census. This was nearly three times the median value of the single family homes in New Jersey. Property values have since skyrocketed, and Stone Harbor now has some of the highest property values in the entire State. The median price of single family houses sold in 2007 was \$1,617,000 and \$1,762,500 in 2008, according to the Cape May County Multiple Listing Service. The median price of condos/townhouses sold in 2007 and 2008 was \$604,000 and \$525,000, respectively.

Table D. 2000 Housing Occupancy		
	1990	2000
Housing Units	3,173	3,428
Occupied	535	596
Vacant	2,638	2,832
Seasonal	n/a	2,549
Source: US Census, 1990, 2000		

Labor Force and Employment

Employment data reveals that the number of jobs in the Borough have increased slightly from the period of 1997-2006. These are jobs acutally located within the Borough, but not necessarily residents of the Borough. Labor force data refers to the number of

Table E. Employment in Stone Harbor		
	Employed Persons	
Sector	1997	2006
Private	801	820
Government	156	155

Source: Trends in Employment and Wages Covered by Unemployment Insurance, NJ Department of Labor Force and Workforce Development

Borough residents that are eligible to work. The 2000 Census reveals that approximately 48% of the Borough's population is in the labor force, compared to 64% statewide. The small labor force is attributed to Stone Harbor's relatively large senior population. (See Tables B and E for this section.)

C CULTURAL AND HERITAGE PRESERVATION

A lesson in Stone Harbor's heritage offers invaluable insight and appreciation for the Borough's special landscape and community character. The community's cultural and heritage resources are a testament to the people and stories of a by-gone era. It contributes to the pride of the community and a "sense of place".

History

As with many other points on the Jersey Shore, it is likely that the Lenni-Lenape Indians were the first visitors to Seven Mile Beach and its abundant juniper forests. This Algonquian speaking tribe most likely came to Seven Mile Beach in the summer to fish and trap. In December 1772, Aaron Leaming purchased Seven Mile Beach and the land upon which Stone Harbor currently stands. He reportedly paid 79 pounds, or, just over \$300, for the island, which consisted of nearly 3000 acres. For the next 100 years, the Leaming family would own what was then known as Seven Mile Beach. The family harvested some of the ample supply of Juniper trees to use as timber, and also used the island as a range for their livestock.

The Tatham family purchased Seven Mile Beach in the early 1800s, and the first buildings were erected on the island shortly after. The family built a number of beach houses for use by the excursionists who would visit the island. It is reported that picnickers would take boats out to Seven Mile Beach and make use of the Tatham's beach houses during their stay.

The Seven Mile Beach Company bought the island in 1887, after the island had been bought and sold



Fig A



Fig B

a few more times throughout the 19th century. Upon purchasing the island, the Seven Mile Beach Company founded the settlements of Avalon on the northern half of the island and Stone Harbor in the south. Avalon was the priority for the initial developments, but Stone Harbor would follow some years later. In 1891, Stone Harbor's first buildings were constructed. These buildings included an inn, which was built near 80th St. and seven cottages. These eight structures formed the original Stone Harbor resort.

In 1907, Stone Harbor was acquired from the Seven Mile Beach Company by Howard Reese and David Risely. That year, their South Jersey Realty Company leveled the sand dunes that surrounded Stone Harbor and filled in the marshes. The streets were paved, and curbing was laid out. In addition, one of the natural basins was deepened, and two new basins were dredged from the land that was adjacent to the Inland Waterway. Seawalls and bulkheads were built to protect the land next to the waterways, basins and the ocean to prevent water damage. Eight jetties were built to try to protect the beaches of Stone Harbor

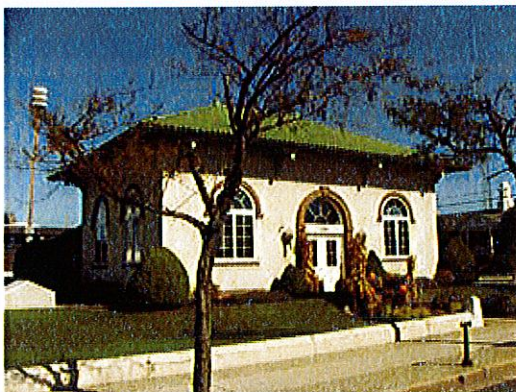


Fig C



Fig D

from the effects of beach erosion.

A sewage system was developed in Stone Harbor in 1909. In addition, the town water works infrastructure was improved with the construction of the first artesian well. It was dug to be 856 feet deep so that it could reach the "Kirkwood Sands", which was an abundant supply of pure water. A pumping station for the water supply was built in 1924 at 96th Street and 2nd Ave. Stone Harbor's fourth well would not be drilled until 1981. Today the water system provides over 200 million gallons of water each year to Stone Harbor.

Until 1911, the only way to get into Stone Harbor was via the railroad. A highway was opened to the public in 1911 at 96th St., consisting of two bridges that stretched over the inland waterways. A second railroad spur entered from Cape May Court House a year later, parallel to the highway. With the construction of these highways, the railways were no longer necessary, and fell out of favor as a means of

traveling to Stone Harbor. Stone Harbor grew very quickly in its first years, and, in 1914 it was large enough to officially become a borough. The Borough was named after Captain Stone, an English Sea Captain who once sought refuge behind Seven Mile Beach during a severe storm.

Historic and Cultural Resources

There are few buildings in Stone Harbor that remain from its earliest days of settlement – before vehicular access in 1911. These include the Risely House (1898) on First Avenue (Fig B), several structures on 83rd Street constructed in 1902, and the beginnings of The Colony, a hamlet of small bungalows just south of 106th Street. Extant historic public buildings constructed during this period include the Lifesaving Station on Second Avenue (1912) (Fig A), and the Water Pump Building on 96th Street (1911) (Fig C).

After the first highway was constructed to serve the island in 1911, residential and commercial construction skyrocketed. Today, there are over 50 homes that were built between the period of 1911 to 1925. Several hundred more homes were constructed during the robust year of 1935 and hundreds more in the Borough are now at least 50 years old. The condition and historical significance of these older structures can only be gleaned through a comprehensive inventory and analysis, such as a historic preservation plan element.

As of the publication of this Plan, the US Lifesaving Station on Second Avenue is the only listed property on the State and National Registers of Historic Places, as noted below. However, a district and two bridges have been deemed eligible for the Register by the New Jersey State Historic Preservation Officer (SHPO), also noted below:

US Life-Saving Station (see Fig A)

11617 Second Avenue

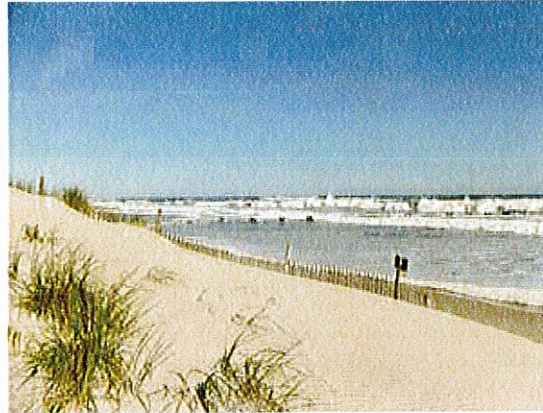
SR 7/24/2008

NR 10/8/2008

**Atlantic City Railroad Cape May Division
District**

Railroad r.o.w. from Winslow Junction to Cape
May Point, Sea Isle City & Ocean City
SHPO Opinion 7/2/2004
Great Channel Bridge
Stone Harbor Boulevard over Great Channel
SHPO Opinion 3/8/1983

**Ocean Highway (County Route 619) over
Great Channel Bridge**
SHPO Opinion 1/3/2008



**D ENVIRONMENTAL AND NATURAL
RESOURCES**

The character and economic success of Stone Harbor is defined by its geography – a barrier island surrounded by the Atlantic Ocean, bays and tidal wetlands. These environmental conditions are both assets and liabilities for the resort community. They must be managed with a vigilant and watchful eye for the safety of local residents and the prosperity of the community.

The most popular and timeless attraction of Stone Harbor is its stretch of clean, white beaches that stretch the entire eastern border of the municipality. The attraction of the beaches increase the community's seasonal population twenty fold during the summer months. Maintaining clean, "engineered" beaches has always been a Borough priority. Labor and funding dedicated to the replenishment of beaches, the upgrading of the dunes and groins and the overall management of the beaches has led to Stone Harbor's success in creating one of New Jersey's most popular beaches and a prized location on the mid-Atlantic coast. (See Figure 1 for the Borough's environmental features.)

Beaches and Coastal Location

Stone Harbor's beaches are the essence of its charm and the driving force of the local economy. They

are the foremost reason why residents and second homeowners live in the community and tourists frequently visit it. The clean white sandy beaches are unsurpassed in quality in the mid-Atlantic region.

Stone Harbor's coastal location brings both problems and challenges to the community. The majority of the land in the Borough is less than 10 feet above mean sea level with slight differences in elevation. The relatively low elevation presents serious flooding problems at times of high waters caused by combinations of winds and tides. Problem areas in particular include portions of the downtown business district and some intersections along Third Avenue. Potential flood damage is minimized by Borough ordinances, FEMA (Federal Emergency Management Agency), and the Coastal Area Facilities Review Act (CAFRA), all of which regulate new development within the Borough.

The continued impact of hurricanes, storms and other natural consequences has eroded beaches, damaged dunes and infrastructure and destroyed natural habitats. The beaches are important for protecting the dunes and habitats, because they deflect the impact of the force of the water and minimize the size and strength of waves before they reach the dunes and lands further ashore. Beach replenishment returns the sands to the beaches so that they can continue to serve these functions.

Wildlife Habitats

The southern area of Stone Harbor includes important wildlife refuge areas and environmentally sensitive tidal wetlands. The Point is a tidal wetlands area at the southern tip of the Borough, with the Atlantic Ocean to the east and the Hereford Inlet and Great Channel to the south and west. Located in the Atlantic Coast Flyway Area, The Point is both a permanent and temporary stop-over for coastal birds and a wide variety of migrating bird species. The Point has been classified as a NJ Waterfowl Focus Area by the Atlantic Coast Joint Venture due to the significance of the area for the breeding, migration and over-wintering of waterfowl. In addition to this bird habitat, The Point is a nesting ground for diamondback terrapins and a frequent summer stopping area for sea turtles. Butterflies en route to Mexico may be seen foraging on vegetation in The Point and dolphins can frequently be seen in the ocean from various vantage spots. In addition, The Point abuts the Hereford Inlet which serves as a critical pathway for over a hundred species of finfish and shellfish to move between spawning grounds, nursery areas, foraging habitats and the open ocean. The Point is located in the Borough's Conservation Management Area zoning district.

The Stone Harbor Bird Sanctuary was founded in 1947 and registered as a National Landmark by the National Park Service in 1965. The 21 acre nature refuge is a habitat and nesting area for area coastal birds, as well as a stopover for migrating species. For some period of time, birds were no longer nesting at the Sanctuary. The park was not maintained and much of the vegetation became overgrown with non-native, invasive species. In 2003, plans to return the Sanctuary to its natural conditions were underway. And two years later, the Borough hired an environmental consultant to study the health of the Sanctuary and prepare a plan that would return the birds to the historic site. The plan has since been adopted and implementation began immediately. The birds started to return to the Sanctuary shortly after the clean-up began in 2003. Coastal birds are now back in abundance and include the American

Egret, the Snowy Egret, and numerous Heron species. Migrating birds have also returned to the Sanctuary, making it a popular spot for naturalists.

Recent improvements at the Sanctuary include the recovery of a fresh water pond and surface streams and the removal of extensive areas of invasive plants. In addition, the park now includes hundreds of plant species and six man-made ecosystems. Garden themes, public records for bird sightings, and viewing areas bring visitors close to nature in the Bird Sanctuary. Recently a contract was signed with the U.S. Fish & Wildlife Service, which commits funding and expertise from the Service in exchange for the Borough maintaining the site as a Sanctuary. The tidal wetlands, islands and Bird Sanctuary are all located in the Borough's Public Use zoning district.

Tidal Basins and Bay Waters

The western border of Stone Harbor is a series of tidal basins which flow into the Great Channel. The Great Channel is part of the Intracoastal Waterway, a publicly navigable water along the majority of the eastern coast. The basins and channel are available for boating and fishing, although the sedimentation in some areas has created problems for boaters. The Borough's marina, fishing piers and public boat ramp are located on the bay near 80th Street.

E RESIDENTIAL LAND USES

Residential Districts

Residential uses are found throughout the Borough, but the majority are located in three zoning districts: Residential A, B and C. The homes in all of the districts vary from roughly early 20th century "Cape Cods" to 21st century contemporary reconstruction. However, the age of the homes in the residential districts is not always apparent to the layperson because new construction often utilizes architectural features and proportions of the older residences and historic styles.

Unlike many other coastal communities, the Borough

has retained a two-storey maximum height restriction for all residences. In addition to maintaining the modest building heights, new and renovated residences have remarkably retained the character of the older structures by incorporating architectural features of the colonial revival and Victorian styles. The scale of these improvements – the windows, doors and architectural features - complements the older homes in the districts. The result is what makes Stone Harbor and its neighborhoods unique – the neighborhoods are small and modest scaled homes that are reminiscent of an era long since gone. While not tied to any one period in time, Stone Harbor's neighborhoods echo qualities of the mid-20th century mid-Atlantic coastal communities, imbuing a feeling of quaintness and community.

The three residential districts in the Borough total 318 acres and are referred to as the Residential 'A', 'B' and 'C' Districts.

Residential A

Residential A is the largest zoning district in the Borough, consisting of approximately 192 acres, and generally located along the oceanside of the Borough. The land uses within this district are primarily single family residential, although there are also hotels and motels, particularly along First Avenue. The zoning district permits single family detached homes. Professional offices are permitted as an accessory use subject to approval of the appropriate board. The district regulations restrict building coverage to 25% of the lot area, including attached garages and other attached accessory buildings. The minimum lot area is 6,600 square feet with a lot width of 60 feet.

Residential B

The Residential 'B' district is located between Second and Third Avenues and near the Great Channel and includes an area of approximately 88 acres. The majority of uses in this district area are also single family homes. This district permits single family and duplex dwellings. The area regulations are the same as the Residential 'A' district except that duplex structures are permitted on lots with a

minimum area of 12,500 square feet with a minimum street frontage of 110 feet.

Residential C

The Residential C zoning district is the smallest of the three residential districts and consists of 33 acres on either end of the Borough and on both sides of the Bird Sanctuary. The bulk requirements in the Residential C district reflect the existing small lots and higher density of older housing. Building coverage increases with the size of the lot.

Residential B-P (BP) District

This district was created by the Borough Council to provide additional parking near the Borough's downtown district, according to the 2000 Master Plan. The district is located on the south side of 97th Street between Second and Third Avenues. Permitted uses include those uses which are permitted in the Residential A and B district and parking lots that are available to the general public.

Residential Issues

With very few lots available for new residential construction, the majority of all future growth will occur in the form of renovations, additions and redevelopment in all three residential districts. As with all growth, there have been issues of compatibility, context and resource conservation. The following issues are associated with all three residential districts.

Height Restrictions

Stone Harbor is perhaps one of the few coastal communities in New Jersey that has kept a tight rein on the height of its residential buildings. If left unregulated, homeowners would be competing with each other for the highest and best waterfront view. However, with a Borough ordinance limiting height to only two stories, this competition does not exist. In fact, the two storey structures define the unique character of Stone Harbor's neighborhoods because there are few other costal towns with similar characteristics. The Borough has been successful

at maintaining the height restrictions over the years. However, as homes continue to be renovated and enlarged, chances are likely that landowners will request the height restrictions to be waived or abolished. Such public action, if taken, could impact the character of the neighborhoods.

Building Styles and Neighborhood Character

Another key characteristic of the residential neighborhoods is the architectural styles and design of new construction. Perhaps due to the Borough's height limitations, new construction in Stone Harbor does not emphasize the panorama of glazing and oversized Palladian windows that characterize typical mid-Atlantic coast architecture. Rather, many of the new and renovated building designs mimic older traditional and Victorian style buildings through features such as vertically-oriented windows, gable roof lines, multi-paned glass and modest scale and proportions. Because of the compatibility of these homes with existing structures, the residential neighborhoods are relatively cohesive and maintain an old-time flavor. The exception to this has been the continued loss of the Borough's one-storey structures, as noted further below.

Loss of Small and Potentially Historic Homes

Following local and regional trends towards larger homes, many landowners are renovating and often replacing their Cape Cod dwellings and other modest-sized homes with considerably larger homes. The result has been an increasingly higher ratio of two storey homes in the residential neighborhoods and a decrease in the variety of housing sizes and styles. Many of the smaller homes were constructed over 50 years ago and contribute to the community's sense of place and historical development. The loss of the smaller homes is re-defining the character of the Borough's neighborhoods by increasing the average scale of buildings and reducing the diverse and temporal elements of the landscape. This is not only motivated by the trend towards larger housing, but is a consequence of the Borough's land values that have increased in exponential proportion to the value of the

buildings.



Small, older homes like this one were once common in Stone Harbor and are now being overshadowed by larger homes.

Increased Building Coverage/Loss of Open Space

The construction of new homes and the expansion of existing homes have resulted in an increase in building coverage and the physical and visual loss of open space. Currently, the Borough's zoning regulations limit the footprint of a house and attached garage to 25% of a lot. However, with detached garages and other accessory structures, the coverage can increase up to 75% of the lot, depending upon the district. The cumulative effects of the development will eventually alter the character of the residential neighborhoods if left unchecked.

Loss of Trees

With new construction and additions, there is also the inevitable loss of trees and vegetation. Both have been lost in recent years due to construction in the Borough, but it is the loss of mature trees that is the most significant. With no required tree protection or landscaping regulations, trees razed during construction are either not replaced or replaced with trees that are so young (small) that it would take decades for them to provide the buffer or shade features of a mature tree. The loss of mature trees can be compared to the loss of a historic structure. They both contribute to a sense of place and time in the environment.

Flooding and Raised Elevations

Recent changes in the CAFRA regulations now require that the first floor level of all new dwellings and major renovations be designed at or above flood levels. These raised structures change the view and scale of the streetscape. The larger foundations are often unsightly, especially when they are not painted or covered with siding. Additionally, the raised level of windows and doors breaks up the cohesive scale of the streetscape.

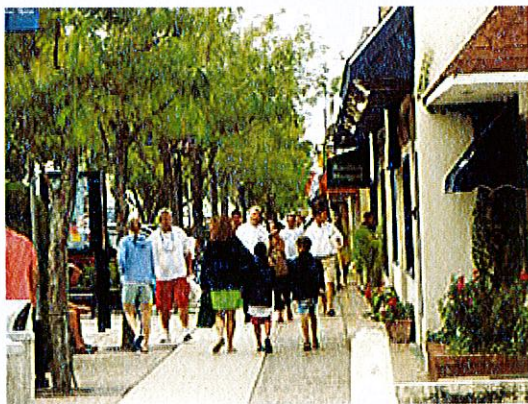
F COMMERCIAL AND INDUSTRIAL LAND USES

The Business District (BD) includes three non-contiguous areas within the Borough. Two of the three business districts are located north and south of the downtown district and serve as neighborhood commercial districts. The primary business district is in the center of town and is Stone Harbor's quintessential downtown district and gateway to the community. This "downtown" district is centered around 96th Street and is the entry to the Borough from the causeway on Stone Harbor Boulevard. The downtown district caters to both residents and visitors through the provision of local goods and services, novelty shops and restaurants. On the 200 block of 96th Street, the streetscape is a fine grain of buildings resplendent with decorative lamps, benches, street trees and white ornamental tree lights. Miniature pocket parks are couched within the bump-

outs that are otherwise used for traffic calming. This block is the core area of "downtown".

The south side of the 300 block of 96th Street is now within the newly created Waterfront Business District, but the north side of the block is still within the Business District. With few pedestrian-oriented uses, both sides of the 300 block of 96th Street have a completely different complexion from the 200 block. On the north side is a restaurant and tavern separated by a vacant parcel, a retail use, offices, parking lots and a residential use. Without additional retail uses and/or other attraction(s), there is no lure for pedestrians to walk and stroll. The south side of this block is discussed in the Waterfront Business District section.

As 96th Street is the primary street of the downtown district, Third Avenue may be considered the secondary street. The character of Third Avenue is similar to the 200 block of 96th Street to the extent that it includes a fine grain of retail shops and restaurants. However, the streetscape improvements on Third Avenue in both directions are less substantial. Street trees have been lost to flooding and not replaced and the benches are older and in disrepair, although most are soon to be replaced. The physical condition of these blocks makes them unattractive to pedestrians, especially as they turn the corner from the comparatively robust 96th Street. The result is less pedestrian traffic on Third Avenue and fewer patrons for the businesses.



The differences between streetscape amenities and overall character of 96th Street (left) and Third Avenue (right) are significant.

With fewer pedestrians on Third Avenue, its side streets have an even greater marketing problem. In particular, 97th Street is problematic because of the “dead spaces”, ie. the long blank wall of a corner restaurant and numerous parking lots, that are visually uninviting and discourage pedestrian traffic. Also, there is a walkway on this block that connects 97th Street to 96th Street through a mini-mall. The entrance to the walkway cannot be seen from Third Avenue and is only noticeable as one approaches the entrance. The Borough’s restrictions against projecting signs prevent this walkway and other shops and restaurants on the side streets from being seen from the secondary streets. The Planning Board recently recommended that the Borough amend its ordinance to permit projecting signs.

Business District (BD) Issues

The downtown business district continues to be a popular, thriving area during the seasonal months. The streets are filled with shoppers, strollers and beachcombers. But, the summer season is not as long as it once had been. Visitors are arriving to Stone Harbor almost mid-summer and leave before the end of August. The reason has been attributed to competing family events and obligations, dual parents’ work obligations and childrens’ sports and activities. The second-home owners are arriving late for the same reasons, leaving the warm months of June, late August and even September with fewer visitors. In the Stone Harbor Profile, prepared by the Center for Business Research in 2007, augmenting the shoulder seasons is critically important for sustaining a thriving downtown business district. Strengthening the shoulder months can be approached in a variety of ways, such as marketing, streetscape improvements, event planning and program development and a wider variety of shops and services.

Waterfront Business District

In 2008, the Borough Council adopted the Waterfront Business District (WBD) ordinance creating a new

zoning district for the properties on Third Avenue and 96th Street that abut the Shelter Haven Basin. The purpose of the district is to capitalize on the visual and physical aspects of the bay and to infuse new development into the downtown business districts. The WBD includes existing residential and commercial uses, including a residential condominium complex, several multi-family structures, 2-3 single family homes, and numerous commercial establishments. There are also three vacant lots, two with current site plan approvals. The district permits commercial uses on the first and second floors and hotel rooms on the third floor. No new residences are permitted.

Waterfront Business District Issues

Prior to the creation of the WBD, development within this two-block area has been random and eclectic. There are a variety of building styles and architecture, some of which are in stark contrast to adjoining or nearby structures. The residential uses in the WBD disrupt the streetscape by virtue of their private frontages. Also, the driveways serving the residences pose a safety problem for pedestrians on the sidewalks. The several vacant lots in the WBD are a detriment to the character of the area, some of which have been in that state for decades. And, finally, although the bay is situated within the Borough’s downtown district, its view from downtown is virtually non-existent and the use of the water, other than a water sports store, has been minimal.

The Waterfront Business District was only created in 2008 and its success in achieving its intended goals has yet to be determined. Future challenges in the WBD include the conversion of residences to commercial uses, opening vistas and public access to the waterfront, assuring high quality redevelopment on vacant lots and upgrading the overall streetscape and private properties.

Light Industry District

The Light Industry District is situated in the northern section of the community within the vicinity of the

public marina and recreational area on 80th Street. The District was created to provide for industrial tax ratables. However, the properties within the Light Industry District are primarily residential and none of the uses are industrial.

Light Industry District Issues

The Light Industry District has outlived its purpose in the Borough and is no longer an appropriate district given the surrounding residential and recreational land uses. The District should be removed from the Borough's Land Use Plan and replaced with Districts that reflect the current or desired use. This recommendation was also included in the Borough's previous Master Plan.



A dedicated bike-lane on Second Avenue extends from Stone Harbor to Avalon.

G PUBLIC USE DISTRICT

The Borough's Public District includes most, but not all, of the publicly-owned lands in the Borough. The exceptions are The Point, which is included in its own Conservation Management District and the northwest corner of Second Avenue and 93rd Street, known as Block 93.03 Lots 71-78, all owned by the Borough. The Public Use District includes the oceanfront beaches, parks and recreational areas, bird sanctuary, municipal offices and public parking lots.

Public District Issues

There are two major issues within this district of public uses. First, the Borough's Public Works buildings are large Morton-style buildings on 80th and 81st Street near the public marina. The buildings are very large and completely out of scale with the character of the neighborhood. Second, the marina on 80th Street was recently renovated to include a walkway and gazebo and lighting. However, the site still does not provide a sense of place – both form and function - that is commensurate with the scenic qualities of its prime waterfront location.

H CIRCULATION

Stone Harbor's primary access is through County

Route 657, Route 9 and Route 47 from the mainland and Route 619 along the barrier island. County Route 657, also known as Stone Harbor Boulevard, is a two-lane roadway that provides connections to the Garden State Parkway and New Jersey State Highway 47. The highest volume of traffic in the Borough is at the intersection of Route 657 (96th Street) and Route 619 (Third Avenue), located within the business district. The intersection of 96th Street and Second Avenue is also subject to high traffic volume.

Route 619 is also known as Third Avenue within the Borough. This north-south two-lane road is part of the "Ocean Drive," a scenic route through the Cape May County barrier island communities. Toll bridges operated by the Cape May County Joint Toll Bridge Commission connect the barrier islands. The Hereford Inlet Bridge at the south end of the Borough connects Stone Harbor with the Wildwoods.

The Borough's streets are popular for not only vehicles, but for joggers, cyclists, rollerbladers and moped riders. The risks and hazards grow greater as more people share the road with motor vehicles. A bike lane was recently installed on Second Avenue providing a route for the entire length of Seven Mile Island.

New Jersey Transit (NJT) provides limited bus service to the Borough with connections to Philadelphia, Cape May and Atlantic City. Rail service is available from Atlantic City. The nearest commercial airport is Atlantic City International Airport, although the Cape May County Airport in Erma and Woodbine Airport are available to private airplanes.

Stone Harbor is accessible by boat via the Atlantic Ocean to the east and the Intercoastal Waterway to the west. The Intercoastal Waterway is a navigable, sheltered water route along the U.S. Atlantic Coast maintained by the Army Corps of Engineers. The waterway in the southern part of New Jersey had a controlled depth of 12 feet at some point for commercial and pleasure boats. However, due to siltation, the Waterway is as shallow as 4 feet in some locations and water traffic is severely limited.

The Borough and Chamber of Commerce sponsor a trolley car during the seasonal months to all major destinations. The trolley car travels a circular route to and from Avalon and Stone Harbor. The trolley car experiences only slight or moderate use and is reportedly underutilized.

I COMMUNITY FACILITIES

Stone Harbor Borough Hall is located at 9508 Second Avenue. Originally built in 1956, the Borough Hall is handicapped accessible and provides limited parking for employees and visitors. A branch of the Cape May County Library System occupies a first floor room of the Borough Hall. The Borough public works department is housed in several large buildings on Third Avenue at 80th and 81st Streets.

Police and Fire

The Borough police force consists of approximately 17 permanent full-time officers and another 10 to 20 special officers are added in the summer to meet the seasonal needs. The department utilizes seven vehicles to patrol and service the Borough. All police department operations are centralized at the Borough Hall

The Stone Harbor Fire Department is a volunteer organization comprised of 55 fireman. Stone Harbor residents and local officials take great pride in the variety of services the Fire Department provides the community at any given moment. There is one firehouse in the Borough, located at 96th Street and several firefighting vehicles, including an aerial truck, two pumpers, a pick-up truck, an Army surplus truck to evacuate flood victims, and a fire company boat. Stone Harbor has 25 emergency medical technicians (EMT) of which two are summer employees of the Borough. The remaining EMTs are Rescue Squad employees or volunteers. Stone Harbor has an inter-local agreement with surrounding municipalities to provide and receive support regarding emergency situations.

School

Stone Harbor school children attend elementary and middle school at the Borough school and are bussed to Middle Township for High School. The Stone Harbor Elementary School is a small community school located on Third Avenue. The total enrollment in the school is less than 100 students and the average classroom size is 10.7 students. The results of state and local assessment throughout the year indicate that the school operates an effective core curriculum instructional program.

The Board of Education and the Borough of Stone Harbor have an Inter-local Agreement that has proven to be beneficial to both groups for the use of the building and facilities. Additionally, the School Board has an Inter-local Agreement with the Avalon Board of Education to share the services of the Chief School Administrator and Supervisor of Curriculum and Instruction. The small community school and the close relationship between the School Board and the community has fostered a local sense of civic pride in the school.

Municipally-owned Parking Lots and Property

The Borough owns and maintains twelve off-street, paved, surface parking lots as noted in Table F. All

Table F. Public Parking Lots and Spaces	
Public Parking Lot	Number of Spaces
Beach lots	Two lots for a total of 145 regular apaces. 7 RV spaces 8 handicapped – all kiosk managed
200 block of 95th Street	Ace lot has 14 spaces and 1 handicapped; water tower lot has 40 spaces and 1 handicapped
200 block of 97th Street	44 spaces
300 block of 96th Street	Two lots for a total of 52 spaces
80th Street and the Bay	126 parking spaces and 28 trailer spaces (marina) (free)
Second Avenue at 122nd Street	84 spaces, 5 RV, 5 handicapped (Stone Harbor Point)
83rd Street and Bay	4 spaces
Bulkhead 111thStreet	12 spaces, 1 handicapped
80th and First Avenue	36 spaces, 2 handicapped (ballfield) (free)
80th Street and Second Avenue	23 spaces, 2 handicapped (ballfield) (free)
Borough Hall at 96th Street	33 spaces, 2 handicapped
Firehouse at 96th Street	13 spaces, 1 handicapped

lots have metered spaces unless otherwise noted. In addition, the Borough owns eight adjoining tax lots, Block 93.03, Lots 71-78, totaling approximately one acre. The parcels are located on the same block as the elementary school and front on Second Avenue. The lots are currently vacant.

Stone Harbor Museum

The Museum is a privately-owned facility operated by volunteers and co-sponsored by the municipality. The Museum is located on 93th Street in a former dwelling now owned by the Stone Harbor Board of Education and leased by the Borough of Stone Harbor. The Museum offers a vast array of historical documents and artifacts depicting the heritage of the Borough. With its expanding collection and the increased interest in the facility, the Museum is outgrowing its current facility.

Library

The Stone Harbor Library is a branch of the Cape May County Library system and is located in the Borough Hall on Second Avenue. The library is approximately 750 square feet. The small space does not allow for meeting rooms or areas for children and

adult programs. Library programs are typically held in a municipal building on 80th Street and Second Avenue and occasionally at the fire department. There are four Internet computers and one Catalog computer in the library. There are no computers available for word processing or any other types of application, other than the Internet. The branch has about 5500 adult books, 600 children's books, 600 DVDs and 500 Books on CD. The Stone Harbor branch library is smaller than any other branch in Cape May County. It has the fewest materials and computers and is the only branch that does not offer programs in its own facility.

Parks and Recreation

The Borough offers an extensive park and recreational system, which is heavily used for seasonal recreational programs. There are three parks with recreation facilities located in the Borough. The largest park is located at 82nd Street between First and Second Avenues. Recreational facilities include 11 all-weather tennis courts, several athletic fields, skateboard park, two basketball courts, playground and a small arts & crafts building used as headquarters for summer recreation activities and storage. This park serves as the center for Borough

recreational activities.

Other parks are located at 97th Street and at Chelsea Place. The 97th Street Park, located between First Avenue and Seng Place includes five (5) all-weather tennis courts, basketball court, playground and shuffleboard. Chelsea Place Park, located at 105th and 106th Streets between Second and Third Avenues, includes two sand volleyball courts, a playground, playfield, bocce court and fitness trail. The Borough's marina, fishing piers and public boat ramp are located off 80th Street. Passive recreational areas include the Bird Sanctuary on Third Avenue and The Point at the southern tip of the island.

J UTILITIES AND PUBLIC INFRASTRUCTURE

Bulkheads and Groins

Municipal bulkheads are installed along the outer perimeter of the ocean and bay waters to minimize flooding and infiltration and protect land. Groins are located along the oceanfront, at 84th, 92nd, 98th, 106th, 111th, 114th, 122nd and 127th Streets. Their purpose is to control the rate of sand transport and reduce the rate of sand lost along the shore. In addition to beach protection, the preservation of the bays and backwaters is important to the Borough's vitality. The silting of back bay waterways impedes circulation and navigation. This has prevented larger boats from using the bay and could affect other business and recreational opportunities if not fully maintained. The Borough should work with the County and State to encourage a regional solution to prevent silting of back bay waterways in Stone Harbor and the other barrier islands in Cape May County.

Water and Sewers

Stone Harbor owns and operates its own water distribution system, including related equipment and storage facilities. Water is drawn from the Kirkwood Aquifer, which is one of two aquifers from which the barrier island communities draw potable water. The Cape May County Comprehensive Plan notes

that studies by the United States Geological Survey appear to indicate that the Kirkwood Aquifer has considerable quantities of potable water. A long-term concern of the Borough is the potential for saltwater intrusion of the potable water supply, which bears watching by the Borough in concert with County and State authorities.

The Cape May County Municipal Utilities Authority oversees a wastewater treatment system with 4 regional systems, including Ocean City, Cape May, Seven Mile Island-Middle (serving Stone Harbor) and Wildwood/Lower. The facilities were developed to handle an average flow of 1.8 million gallons per day from the Borough, a 50% increase over the previous wastewater facilities.

K TOURISM

Tourism has historically played an important role in the character and economy of Stone Harbor Borough. As a popular tourist destination, tourists have been flocking to the Borough's clean, white beaches every summer for over a century, increasing the community's population by nearly twenty-fold. Tourists and seasonal visitors also enjoy shopping and strolling through the Borough's quaint downtown, which in addition to the beaches, plays a prominent role in the vibrancy of the community.

The trends and demographics of tourism in Stone Harbor and Cape May County have changed over the past decade, necessitating a more in-depth look into market trends and effective advertising. The Cape May County Board of Tourism reported that tourism generated \$5.1 billion in expenditures in 2007 in the County, ranking second statewide behind Atlantic County. In its 2008 Annual Report, the County Board noted that over the past decade tourism had been affected by a wide variety of factors including changing demographics, natural disasters, terrorism, fuel costs and overall economic conditions, all of which require a new way of thinking about tourism. In Stone Harbor, these changes have resulted in an overall shorter summer season, shorter summer stays and fewer visits. These changes are attributed to an increase in second homes, which are vacant for much

Sustainability Objectives for Stone Harbor

<u>Objective</u>	<u>Benefits</u>	<u>Tools/Regulations</u>	<u>Implemented</u>
Wetlands Protection	Stream and groundwater quality Provides open space/reduces impervious surfaces Promotes species habitats	NJDEP regulations	Y
Stormwater Management	Stream and groundwater quality Species Habitat Minimize risk of flooding Minimize soil erosion and sediment	Stormwater master plan and ordinance	Y
Ocean/Bay Conservation	Species Habitat Minimize Erosion Recreation Economic Development	Local schedule for beach replenishment NDEP regulations Conservation zoning Other local ordinances	Y Y Recommended Recommended
Air Pollution	Public health Economic Development	NDEP regulations	Y
Open space protection	Reduces impervious surfaces Increases urban biodiversity Supports vegetation to absorb air pollution Source of local recreation	Local parks/ recreation Bird Sanctuary The Point Local parks	Y Y Y Y
Public transit/ bike trails	Reduces reliance on automobiles	Second Ave Bike Trail Trolley	Y Y
Historic Preservation	Preserves heritage for future generations Reduces demolition and waste	Preservation Plan	Recommended
Recycling/Waste Reduction	Reduces energy consumption Reduces use of forestry mineral and water resources Minimizes land area necessary for landfill	Local/County Programs	Y
Green building practices	Increases energy efficiency Increases efficiency in water usage Promotes long-term	Green bldg ordinance	Recommended
Public Education	Promotes sustainability at home/work	Local Initiatives	Recommended

of the year, and shorter and less frequent vacation trips, due to family and professional obligations and, more recently, depressed economic conditions.

Target Marketing

Cape May County has targeted its tourist market as the leisurely overnight stays for adults between 36 and 55 years old traveling with children. Recognizing that there are 30 million people within a 300 mile radius of the County, the regional market includes the four metropolitan regions of Philadelphia, NY, NJ, Baltimore/DC and Connecticut. According to a 2008 survey, tourists in Cape May County came from the following states of origin:

Pennsylvania	29%
New Jersey	26%
New York	15%
Maryland/DC	10%
Connecticut	4%

Niche-Marketing and Eco-Tourism

Many of the resort communities in Cape May County have received distinctions for their beachfront locations. Frommer's listed the Jersey Cape as a top place to go in 2008, Wildwood/Cape May beaches were listed by Yahoo Traveler as the top fun beaches, and the Wildwoods' Boardwalk was among the top family fun places to take children. With no boardwalk, Stone Harbor does not share the resources of these communities, but, rather, has created a niche of its own with a clean, quiet beachfront within a short walking distance to a traditional downtown shopping area. It is this niche that Stone Harbor should embrace and market for a longer and healthier tourist season. Other complementary efforts include 1) eco-tourism themes and programs that link the Bird Sanctuary and The Point to the downtown area; 2) shops and restaurants to lure the second-homeowner for longer and repeated visits; and, an overall program that links all of the Borough's features and destinations, as shown on Figure 2, the Community Features Map.

With the high cost of advertising and a wide range of residents and businesses interested in the tourist economy, future marketing efforts should be shared by the Borough, the Business Advisory Committee, the Chamber of Commerce and other stakeholders. Such a marketing effort should first identify the target market and local niche and then pool resources for a new and innovative approach to advertising.

L SUSTAINABILITY AND STONE HARBOR

A combination of land use and demographic trends across the world has led to a new approach to land use planning and development – sustainability. These trends include the competition and costs for energy resources, the indiscriminate consumption of land and other non-renewable resources, the burden of solid waste disposal on the environment and the overwhelming supply of solid waste and the increase in population growth across the globe.

Sustainability has taken on a variety of definitions and programs. One of the most commonly referenced definitions is the "Brundtland definition" of the 1987 Report of the UN World Commission on Environment and Development, which defines sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." Another way to define sustainability is to consider the planet as an urban ecosystem where the long-term survival of all living things are dependent upon environmental stewardship and supportive public policies.

Communities of all sizes can adopt land use strategies to help manage the impacts of growth and protect the environment for future generations. These strategies include green building design, green engineering, low-impact development, and smart growth policies. The following sustainable planning policies and practices are recommended for Stone Harbor.

PART 2: PUBLIC OUTREACH PROCESS

A PUBLIC MEETINGS AND OUTREACH

In 2007, Stone Harbor initiated a public outreach process to identify issues and concerns of Borough residents and employers to develop a vision for the entire community. To facilitate these efforts, the Borough contracted with the Center for Regional and Business Research (CRBR) at Atlantic Cape Community College.

The CRBR began the outreach process by gathering public input through various sources. A questionnaire was prepared and distributed to residents and business owners; focus groups of residents were convened to discuss the survey results; and interviews were conducted with church and school leaders, the local Chamber of Commerce and neighboring towns. CRBR then conducted several public meetings starting with a Realty Owners Association (ROA) open meeting held in May 2007. The Planning Board then sponsored a public meeting on September 1, 2007, which was attended by 150-200 people. The project was again discussed at a Planning Board meeting held on September 10, 2007 and a Borough Council meeting held on September 18, 2007.

The extensive public outreach revealed important data for land use considerations in the Borough. Because of the relevance of the data to this master plan, the conclusions of the CRBR report are excerpted below:

EXCERPTS FROM THE STONE HARBOR PROFILE:

Facts:

- Slowly declining full-time population
- Small but stable school district; small number of young families
- Wealthier, more educated homeowners
- Small business sector, heavily retail
- Escalating home prices; larger homes; more second-home owners
- A wealthy town getting wealthier, but

changing residency habits

- Retail sector reflects shore trends
- Trends to Consider:

The housing tenure and commercial trends that have been discussed are not unique to Stone Harbor. They are indicators of the emerging shore economy.

- Residential housing continues to be dominated by seasonal or second-home use patterns. This has begun to decrease the number of short-term rental units. Businesses will rely more and more on out-of-towners. This implies competing with other shore towns.
- The "unique" nature of the downtown is considered a key attribute that is in jeopardy. It has relied a great deal on retail trade, more so than surrounding communities.
- The summer vacation season is being squeezed by lifestyle issues (summer enrichment programs, kids' sports seasons, dual income earners, etc.). Peaks and valleys are becoming more pronounced. Without added capacity in peak times and/or building up the valleys, business activity will decline further.

Observations for Future Planning Consideration:

- The downtown is too large for current patterns and the year-round population. The Third Avenue corridor suffers from a lack of definition, with 96th St. as the key attraction to shoppers.
- Several key properties are underutilized. This adds to the impression that business activity is declining.
- There is the need to do two things: diversify the current retail with other uses that will draw shoppers from outside the Borough and can be appealing in the shoulder months; and, provide for more short-stay lodging that

also has a shoulder season component.

- The development of mixed-use units at market prices needs to be carefully weighed and located as it will attract seasonal residential owners and competing commercial space while adding to the parking needs.
- Design standards should be incorporated in all new developments to protect the feel of the downtown. The waterfront needs to be developed in a way that preserves vistas and offers opportunities for access.
- Parking needs to be planned as a way to direct foot traffic, and some “anchors” for Third Avenue would be helpful.

Recommendations:

The planning process needs to incorporate changes in the habits of tourists as well as housing tenure as drivers. While the best plans for commercial activity may prove undesirable to many residents, a balance will need to be struck. This can be achieved by a participatory process that lets the business community have a dialogue with the residents. It also allows flexibility and streamlines the development process, allowing some experimentation in a time of change.

- Communications with the business sector need to be improved. A more active business advisory group is needed. This needs to go beyond short-term concerns, but also address the easy issues. Promote quarterly roundtables (Borough and businesses) at a convenient location.
- Communications with seasonal residents need to be improved. Explore the use of the internet, webcasting or a new newsletter format to better inform seasonal residents of on-going Borough activities.
- Core Vision statement components: The “uniqueness” of the downtown is due to its compact size, walkability, family-friendliness and proximity to the ocean and bay. Other types

of uses that complement the retail trade need to be established (restaurants, conveniences, public space, coffee shops).

- Current sign, sidewalk ordinances should be reviewed. The visibility of shops on 3rd Avenue needs to be enhanced.
- With a low tax rate, the creation of a Special Improvement District may be an acceptable way to address short-term needs and human resources without using current Borough funds. It would allow the business community to have a person dedicated to their concerns to work with the Borough. It would allow the Borough to deal with a single representative of the business community on a regular basis.
- Stone Harbor is successful, the function does not need to change, it needs to be complemented.
- Commission a downtown study that takes into account land-use and the marketplace (define “unique”). Present an array of possible changes to residents in a more hands-on manner (models, design charrettes, renderings).
- Explore alternatives, involve residents: mixed-use, height restrictions, liquor licenses, parking, outdoor dining/meeting.
- Working with the business community, continue to market the Borough. Add events that generate traffic in the shoulder months.

Following the CRPR report, the Stone Harbor Planning Board’s master plan committee prepared a vision statement and statement of objectives for the master plan. The objectives were included in the previous section and the vision statement is below.

B VISION STATEMENT

Vision of Stone Harbor in the Year 2014

Stone Harbor is a barrier island resort community located on the southern coast of New Jersey. The following attributes collectively provide significant value whether or not individual homeowners use them.

Natural Attributes

Stone Harbor is proud of its natural resources and is eager to share them with those who appreciate their beauty and diversity. Our residents and visitors focus their recreational activities around the water. Our pristine beaches are easily accessible, safe, well maintained and include a sound dune system that protects the town from severe coastal storms, and they continue to be our primary attraction. Our back bays and basins are clean, navigable and a focus for waterborne activity. On the northern end of town, the municipal marina provides service for boaters, a venue for public gatherings and community activities, and beautiful vistas of the coastal wetlands for all to enjoy. Our recreational complex, adjacent to the beach, provides opportunities for active recreation for people of all ages and interests. These two natural resources, focused on recreation, are strategically connected. On the southern end of town, the Bird Sanctuary and the Point, with their abundance of wildlife and native vegetation, attract vacationers, visitors and students of the environment in all seasons.

Population

Our permanent population consists of approximately 1,100 people committed to a family friendly resort town with a strong sense of community pride. Our seasonal population swells to 20,000 in summer and 6,000 in spring and fall. Second homeowners and visitors enjoy our unique natural environment community resources, family events, and our upscale shopping and dining. Our full time residents and second homeowners actively volunteer, and are broadly involved in and committed to our local government and organizational leadership. The community appreciates its history, is dedicated to protecting and enhancing our assets, and strives to keep Stone Harbor "The Seashore At Its Best".

Residential

Property values in Stone Harbor are increasing at a higher than average rate as the demand for second homes in this prominent shore resort continues to outpace the supply. Smart growth has allowed residential areas to grow in quality while maintaining the values of light, air and space. We are a town consisting of primarily

single-family residences, with some rental housing to support short-term visitors. Well-maintained properties feature gardens with beautiful flowers and trees in open side and rear yards, limited impervious surfaces and pools. The outstanding municipal services we receive throughout the town keep all areas tastefully maintained.

Town Center

Stone Harbor's business community is located in our compact, pedestrian friendly, accessible and thriving Town Center, comprising the downtown district and the waterfront district. The unique character of this area is a significant feature that distinguishes Stone Harbor from other coastal resort communities. The Town Center provides business, retail shopping, dining, entertainment, social and cultural activities, as well as civic and governmental services in a vibrant area that stretches from the bay front to the beach. Stone Harbor's Town Center functions as a gathering place for local events, arts, entertainment, and just meeting friends or dining out. People like to visit our friendly local businesses and to experience the ambience of a town that is still small enough to have a community spirit. Adequate off-street parking around the Town Center provides a buffer between the active Town Center and the quiet residential areas.

Government

Our Governing Body and their ancillary Boards and Commissions, fairly represent the interests of full-time residents, taxpayers, vacationers, visitors and businesses. They provide leadership to achieve our vision, provide regular updates of progress and results, and accept accountability. They are forward thinking, listen and effectively communicate to all constituents (residents, taxpayers, visitors, businesses). They actively utilize all sources of revenue (fees, grants, partnerships, etc) to keep taxes reasonable while efficiently and effectively providing outstanding municipal services and a safe environment. They regularly capitalize on the outstanding skills, expertise and experience of our talented residents and second homeowners. Our neighbors and business owners are committed to community-based policing.

We have police officers on the beat, getting to know the shop owners, neighborhood kids, and their parents. Our police department is committed to supporting the collective will and determination of the people to have a community free of drugs, violence and crime.

These conditions are made possible by a community that cares enough about its collective future to do the hard work of organizing itself around a set of shared values in order to be a strong, vigilant, and proactive voice against the forces of change that would impose unwanted conditions upon it.

C STATEMENT OF OBJECTIVES

A Statement of Objectives is required by the Municipal Land Use Law and was prepared as a result of the extensive public outreach described above and numerous public meetings. These objectives are as follows:

1. Natural Attributes

- a) Maintain the “Engineered Beach” profile and ensure safety, cleanliness and full utilization.
- b) Ensure the cleanliness, navigability and utilization of our Bay Waters.
- c) Encourage the preparation of development plans for the Point and Bird Sanctuary that define the values of these assets.
- d) Enhance the utilization of the Marina so that residents, second homeowners and visitors recognize the Marina as a valued recreational, social and community event destination.
- e) Ensure that recreation facilities are well utilized year round and offer outstanding programs for all age groups of residents, second homeowners and visitors.

2. Community Character

- a) Preserve and protect historic buildings and resources.
- b) Ensure new development is compatible with the vernacular styles of development.
- c) Protect the unique charm of neighborhoods

with street trees, sidewalks and crosswalks and other amenities where appropriate.

3. Residential

- a) Maintain the qualities of “light, air & space” in single family neighborhoods.
- b) Establish incentives for renovation rather than demolition
- c) Encourage short term housing
- d) Establish an acceptable plan for affordable housing

4. Town Center

- a) Enhance the compact, family friendly, accessible and thriving Town Center so that residents, second homeowners and visitors recognize it as a valued social and community asset as well as a unique shopping destination
- b) Build the shoulder season population (Apr/May/Jun & Sept/Oct/Nov) such that featured events/activities produce an in-town population of 6,000
- c) Build the year round population to achieve targeted 1,100 people

5. Government

- a) Elected Officials provide the leadership to achieve the Vision and all Borough Boards and Departments are actively engaged in Action Plans implementing the Objectives and Goals to achieve the Vision
- b) Establish effective regular communications between the Borough and residents, second homeowners, businesses and visitors
- c) Provide outstanding municipal services and infrastructure to achieve the Borough's vision of a prestigious resort community. The Borough will pursue shared services when it is mutually beneficial.

Stone Harbor's long-term vision emphasizes the importance of its unique coastal qualities – its beaches, waters and habitats; a thriving, viable downtown district; and, spacious residential

neighborhoods that echo the Borough's historic roots. To achieve this vision and to address the planning and design issues identified in the preceding existing conditions analysis, the Borough should pursue a course of action that involves zoning changes, new land use policies and the assistance of both the public and private sector to initiate supportive projects. This master plan offers such recommendations in the following sections:

- Future Land Use Plan (or Zoning Recommendations)
- Recommended Ordinances
- Public Initiatives
- Public/Private Initiatives
- Community Design Plan

PART 3: LAND USE RECOMMENDATIONS

A FUTURE LAND USE PLAN, OR ZONING RECOMMENDATIONS

The future land use plan for Stone Harbor utilizes the zoning classifications and locations of the 2006 zoning districts (Figure 3) as a base map and recommends the changes noted below, and as illustrated in Figure 4:

1. **LIGHT INDUSTRIAL DISTRICT:** The Light Industrial District consists of residential uses and some business and public uses. There are no industrial uses currently located within the Light Industrial District, nor is the use appropriate given its residential context. The Light Industrial District should be deleted from the Borough's Land Use Plan and replaced by the surrounding districts in accordance with the proposed Land Use Plan map.
2. **MARINA DISTRICT:** This is a new District proposed for the area of the existing public marina. The purpose of this District is to create a vision for the use of the public properties that further capitalizes on the views and proximity to the bay. Permitted uses in this District should include water sports and hobbies, restaurants, outdoor dining, arts and cultural facilities, goods and services related to water sports/hobbies, residences, public uses, outdoor park and recreational facilities and possibly a community center.
3. **MULTI-FAMILY RESIDENTIAL DISTRICT:** This is a new district that would include an existing multiple family structure located on the southwest corner of 80th Street and Second Avenue. The purpose of the district is to recognize the existing multi-family structure and to permit it as a continued use in the zone, subject to the bulk requirements of the downtown business district. Hotels should also be permitted in this district.
4. **NEIGHBORHOOD COMMERCIAL DISTRICT:** This is a new District proposed for the existing

section of the Business District on Third Avenue at 108th Street and three areas on 82nd and 83rd Streets. The purpose of this new District is to recognize that these satellite business areas function differently from the Downtown Business District because of their small, aggregate size and their distance from the busy downtown district. Merchants may have different needs to attract and retain patrons; streetscape improvements may need to be treated differently; and, lot sizes and parking requirements in these areas may require different standards. Once these needs and/or standards have been identified, eg. through surveys, interviews and observations, the ordinance should be amended accordingly. Until such time, the Neighborhood Commercial District ordinance should be identical to the Downtown Business District ordinance.

5. **CONSERVATION MANAGEMENT DISTRICT:** This District should be expanded to include other environmentally sensitive areas that require strategic planning and management for their long-term protection. The District should include, at a minimum, both the Bird Sanctuary and The Point.

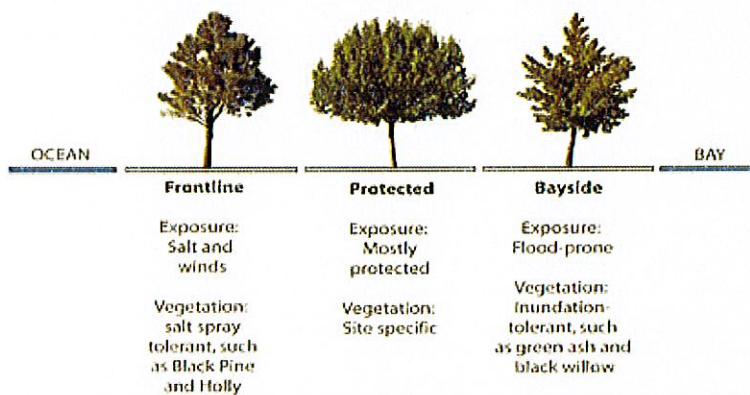
B RECOMMENDED ORDINANCES

Impervious Coverage Limitation

Stone Harbor prides itself on the open-air feeling of its neighborhoods, attributed to its relatively low density and height limitations. With the trend over the past decade towards larger homes, the Borough's smaller and often historic homes are being replaced with much larger homes that completely fill out the developable space of a lot. The result is an increase in density and the loss of open space. Recognizing that this trend will likely continue, the bulk requirements of the residential districts A and B should be adjusted to minimize the impact of new construction. The impervious coverage limits should be monitored to maintain balance of light and air and historically desirable densities.

Landscaping and Tree Protection

A landscaping ordinance should be prepared and adopted to prevent mature trees and vegetation in the Borough from being razed without considering alternatives or providing replacements. Trees are assets to both the residential and business districts for a variety of reasons. They temper the conditions of both sun and winds; provide necessary shade for the summer months; counterbalance the "hard" edges of buildings and other hardscape features; and they add color and texture to any location. A Shade Tree Commission or Committee may be desirable to prepare a model street tree ordinance, apply for grant monies and serve as an advisory board to the Borough



A new landscaping ordinance should promote street trees and landscaping that are suitable for their location.

Council and local boards.

Sign Ordinance amendments

Two changes are recommended for the Borough's sign ordinance. Projecting signs should be permitted in the downtown business districts, particularly for side street businesses, for marketing purposes. Also, the awning sign ordinance should be revised to prohibit lettering and designs on the slope of the awning. This will minimize the clutter of lettering and sign messages in the streetscape.

C RECOMMENDED PUBLIC INITIATIVES

Public Parking

In 2008, the Borough Planning Board creating a Parking Committee to evaluate the current and prospective needs for public parking in the downtown business districts. The Committee concluded that there is parking available in the downtown business districts during the peak season, however, the demand for parking will eventually exceed the current capacity when the Waterfront Business District is redeveloped. The Committee recommended to Borough Council that a temporary parking lot be constructed on the Borough's lots on Second Avenue between 93rd and 94th Streets. After it is constructed, the actual use of the parking lot should be monitored, as well as the use of all other downtown parking lots. The results should be evaluated on a yearly basis for either a pent-up demand in parking, or a surplus or deficit in parking. Once the parking lots become filled near to capacity, a long-term parking strategy will be necessary to determine how future parking will be provided. These

recommendations support the vision of the master plan and the need to revitalize the Waterfront and downtown Business Districts.

Pocket Park – Waterfront Business District

The Waterfront Business District would benefit from a small pocket park that opens up views of the bay from the street and provides a unique area to rest, socialize or meditate upon the waterfront views. The development of a public park would not only provide these important functions, but it would also serve as a catalyst to spur private redevelopment. The site for such a park may be located virtually anywhere



A pocket park in the Waterfront Business District would open up views and access to the bay, provide an attractive setting for leisure and casual conversation, and serve as an important catalyst for the redevelopment of the District.

on Third Avenue, but if possible, should occur at the terminus of a side street to provide an attractive terminating vista.

Community Services

Stone Harbor provides the community with basic services – police, fire and utilities – as well as other services for the daily functional and quality of life needs of its residents and visitors. Some of these facilities have been outdated and require new facilities or significant upgrading, particularly the library and the Stone Harbor Museum.

Stone Harbor Library

The Borough's library is currently owned by the County of Cape May, but is functionally obsolete. A new library has been designed by the County on oceanfront municipal property on 95th Street. State and County approvals are still necessary before the library can actually be constructed. If the oceanfront location is not ultimately approved, another suitable location should be explored for a new library. The Borough is desirous of a library that will enhance the value of Stone Harbor as a place to live, visit and learn and offer the following programs and amenities:

- Provides information for education, research,

discovery, self-improvement and recreation

- Provides information and programming in all formats to residents and visitors of all ages, students at the Stone Harbor Elementary School, businesses, and civic and governmental bodies
- Provides a venue for residents and visitors to share cultural experiences together in a secure, aesthetically pleasing environment
- Fosters an environment of lifelong learning to enrich the cultural life of the community.

Stone Harbor Museum

Stone Harbor leases property from the local school board for the Stone Harbor Museum, a private, municipally-sponsored entity. The Museum is an important resource for the Borough, which has been acknowledge by the Borough's continued support. However, the Museum has outgrown its current facility and would benefit from a permanent location. The proposed new library structure on the oceanfront property would include a new space for the Museum. However, if that location does not receive the necessary approvals, the Borough should find another suitable location for the Museum.

Stone Harbor Community Facilities

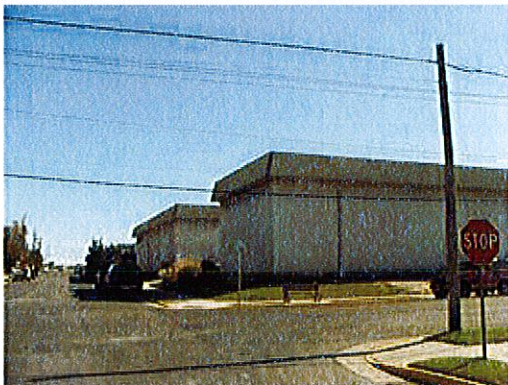
An important service not currently provided in the Borough is an indoor facility for physical activities and social gatherings. Such a community center is important for residents, second homeowners and seasonal visitors. Currently, the Borough's recreational facilities routinely have waiting lists for sports activities for the youth, documenting the need for expanded facilities. Additionally, there are no meeting halls or indoor facilities for social and passive activities. A community center is important not only to current residents, but second homeowners and seasonal visitors. Independent research has indicated that recreational facilities/activities are among the most important things that homeowners and guests look for in selecting a vacation destination

or a second home. People who invest significant money in a vacation home expect high levels of service and community resources. A community center would satisfy the interests and needs of the entire community – the Borough's year-round residents, the second home-owners and the seasonal visitors.

The above three facilities are not mutually exclusive and could be accommodated in one future building. Although the pending new library has been designed with a large meeting room, it does not provide for recreation and physical activities. This Plan recommends that all three of the above services be provided. Suitable locations include the oceanfront property, the Marina District and the Borough's lots on Second Avenue between 93rd and 94th Streets. The latter has currently been recommended by the Planning Board as a site to accommodate temporary parking for the downtown district, but a long-term strategy may require parking to be permanently provided elsewhere, leaving the site available for community facilities.

Public Works Facility

The Borough's public works facility located in the proposed marina district interferes with the ambience and development opportunities appropriate for this bay front property. The large barn-like structure both on this site and across the street on Third Avenue are



The large scale of the Borough's public works buildings are not compatible with the visual context of the neighborhoods and should be relocated or creatively screened and buffered.

inconsistent with the surrounding landscape in terms of scale, materials and character. The Borough should consider ways to minimize the visual impact of the buildings on the marina district and surrounding neighborhoods, while at the same time explore additional sites for possible future relocation.

District School

Stone Harbor takes great pride in its elementary school on Third Avenue, which serves grades K-8. The school is an important source of pride for the community; it offers an excellent educational facility, is important for attracting and retaining families, and the facility is frequently made available to the public. For these reasons, the Borough should support and defend the school's continued existence in the community against growing statewide efforts to regionalize and consolidate small school districts.

D MASTER PLANS AND SPECIALTY PLANS

Historic Preservation Element

The Borough's historic residences and commercial buildings add to the charm of its neighborhoods and are an important temporal feature of its community character. A historic preservation plan element should be prepared and adopted to document the location, history and significance of these structures.

Natural Resource Monitoring Program

Stone Harbor's social and economic welfare relies heavily upon the effective management of its natural resources. The beaches, wetlands, tidal waters, habitats and bay waters all require specialized management to ensure their long term protection and cost-effective maintenance. The management of these resources is currently conducted by separate governmental agencies and consultants. Project data is relatively fragmented and there is no central source of information. It is recommended that the Borough develop a monitoring program that would oversee all of these environmental projects. The benefit of

such a program is 1) an established clearinghouse of information that includes the issues and status of all ongoing projects; and, 2) a framework for making informed, short-term and long-term fiscal decisions.

A natural resource monitoring program need not be laborious or costly, because the majority of the work is merely assembling data on ongoing projects. A centralized resource and database will assure that management plans are conducted on a timely basis, are performed by qualified experts, and the decision to spend local monies is well-informed.

The monitoring program should include the management programs of The Point and the Bird Sanctuary and short-term and long-term strategies for beach replenishment, back-bay dredging and other prized resources.

Marina District Master Plan

The proposed Marina District has the potential to become a local and regional destination place in a scenic, waterfront location. The full potential of the District can best be realized through the preparation of a conceptual design plan that includes a site analysis and community needs study. Such a plan would seize upon the assets of this unique location for the benefit of the community, guide the (re)development of the District and potentially



The public marina is surrounded by an asphalt parking lot and over-sized public works buildings, which undermines the potential character and utilization of

include a waterfront restaurant, cultural arts amphitheatre and community center.

E PUBLIC-PRIVATE INITIATIVES

The Borough's downtown business district is very large considering its population dwindles down to 1,000 people eight months of the year. In addition, the seasonal months have witnessed a decrease in downtown pedestrian traffic over the past decade, as further described in the preceding section. While the core, one-block area of the downtown district continues to thrive, store vacancies and undeveloped lots exist outside of the core reduce the expectations and experience of the entire district. Pedestrian traffic must be increased in the business districts. There are many ways to achieve this goal, although they vary significantly in cost and commitment. The master plan recommends, at minimum, the following land use policies for downtown revitalization and increasing pedestrian traffic:

Strengthen the Shoulder Season

A comprehensive marketing and policy plan should be developed to increase population during the shoulder seasons. The approach should include a variety of complementary components, such as:

- encourage upscale shops and restaurants for the affluent seasonal homeowners and tourists
- encourage a diversity of shops and family dining for all residents and tourists
- increase the number of programs and events during the shoulder seasons
- enhance and protect the character of the downtown area through streetscape improvements and development guidelines

Streetscape Improvements

While the 200 block of 96th Street will always be the core of the downtown area, other streets in the Business Districts should exhibit the same quality of improvements. Streetscape amenities including benches, bicycle racks, street trees, and planters, should be consistent throughout the entire Business District. The side streets should be visibly attractive

so that pedestrians are assured that they offer the same unique strolling and shopping experience as the 200 block of 96th Street. Suggestions for streetscape improvements are noted on the following Figure 1.

Waterfront Business District

The Waterfront Business District should be redeveloped as a unique attraction of the downtown district. The Shelter Haven Basin is an underutilized scenic and recreational resource that can provide a unique environment for shopping, dining, and both passive and active recreation. This recommendation can be achieved through a comprehensive marketing plan.

Wayfinding Signs

A series of wayfinding signs would benefit the new and occasional visitors to Stone Harbor by providing directions to parking, local landmarks, and select destination places. The Borough and business organizations should work together to develop a list of places that should be signed.

F COMMUNITY DESIGN PLAN (AND DESIGN GUIDELINES)

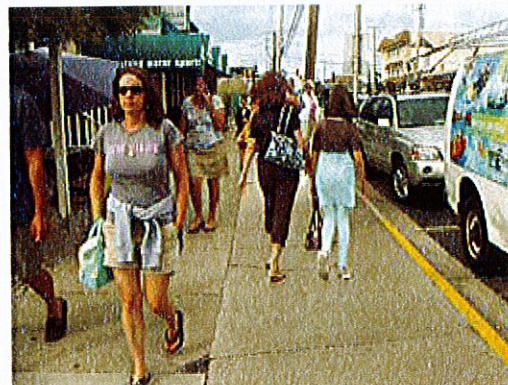
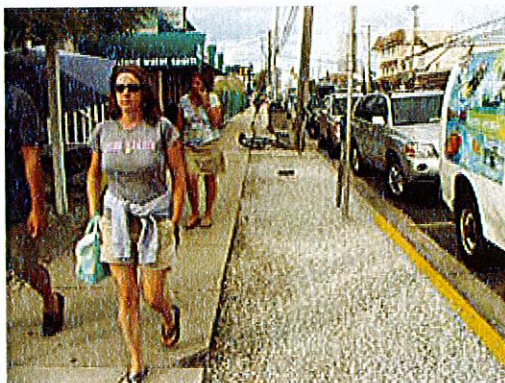
A Community Design Plan is a sub-element of the Land Use Plan that identifies planning and design policies to retain and enhance the Borough's unique characteristics in concert with its overall vision. The Plan is a compilation of guidelines and planning

policies that offer specific suggestions for new construction, renovations and redevelopment. The guidelines supplement the Borough's land use ordinances and should be used by the Planning Board and Board of Adjustment in the review and consideration of development applications. The policies offer suggestions for local officials to enhance the quality of the community's neighborhoods and business districts and the overall health of the Borough economy.

The Community Design Plan is an important tool for achieving the community vision outlined in this Master Plan. It outlines the role of both the public and private sector. Public investment in the community is important to infuse confidence and a vision in the community. The private sector also plays a critically important role by investing in good design and amenities that benefit not only property value, but also the overall character of the community. With the support and contributions of both the public and private sectors, the character of Stone Harbor will be enhanced and its competitive edge with other resort areas and destination places will be increased.

Downtown Streetscape

Benefits: The success of the downtown business districts relies upon the patronage of local residents and visitors. By providing a safe, comfortable and lively environment, the district will be a more enjoyable place to stroll, shop, dine and make repeated visits, thereby increasing business volume.



A stone section of sidewalks on Third Avenue restricts pedestrian traffic (left). By widening the sidewalk, more pedestrian traffic can enjoy the streetscape and patronize the shops (right).

DS.1 Streetscape furniture provides a comfortable and functional environment, as well as an attractive streetscape. Public benches and trash receptacles should be located in areas where people cluster, but the furnishings should not obstruct pedestrian circulation. Bike racks should be provided in public areas, as needed, and in all municipal parking lots.

DS.2 Landscaping and street trees are important for providing summer shade, texture and shadows, and an overall ecological balance to the streetscape. Trees should be planted at 20-30 foot intervals, depending upon the tree type and potential utility conflict, subject to Borough approval. Planters, flowers and window boxes should be provided throughout the public realm.

DS.3 The streetscape should provide a rich environment that appeals to the pedestrian's senses. A variety of sensory-related uses and activities should be encouraged, such as outdoor dining (smell), public art (visual), water installations/fountains (sound) and a variety of vegetation and materials for texture (touch).

DS.4 Awnings provide protection from inclement weather and are encouraged on all buildings. The awnings should be designed to respect the type, style and materials of the building's architecture without overwhelming it. Canopies, by definition, require pole support and are therefore best suited for rear yards where they do not obstruct pedestrian traffic. Awnings and canopies should not be made of reflective or plastic-like fabrics.

DS.5 Future on-site parking and driveways in this District should be discouraged because they present conflicts with pedestrians and disrupt the core area of shops. No part of a vehicle should be permitted to extend over a driveway onto a public sidewalk.

DS.6 Sidewalks throughout the business districts should be constructed of smooth surfaces for safe, easy walking, such as architectural concrete or pavers. Pebbles and rocks should not be permitted. Crosswalks are important for designating safe places



This section of the streetscape would benefit from street trees, large plantings and/or other sensory objects for the pedestrian's experience.

for pedestrians to cross the street. Painted or brick paver crosswalks should be provided on Third Avenue at 97th and 98th Streets.

DS.7 Interior malls are a mixed-bag in downtown areas. In Stone Harbor, the interior uses offer unique courtyards and air-conditioned shopping experiences. Conversely, they pull pedestrians off the main streets, diluting the density of shoppers. Interior malls should be discouraged in the future. For the malls that currently exist, entrances should be clearly delineated and signed. This is particularly a problem on 97th Street.

Architecture and Building Features

Benefits: When buildings are made of high quality materials and share repeated patterns or architectural features, they give the appearance of a cohesive district, creating a sense of place. With appropriate building design – materials, patterns and proportions - the experience of the streetscape is enhanced, thereby increasing pedestrian traffic, business transactions, and, ultimately, property values.

AB.1 Buildings should be made of durable exterior materials that are appropriate for the area's coastal conditions. Homeowners and builders should pay particular attention to roofing and siding materials. In many coastal areas, stucco is a popular siding choice. Fiber cement and traditional cedar also are excellent

choices, as they stand up well in harsh coastal environments.

AB.2 All outdoor utility structures, such as air conditioning or heating units, should be screened from public view using landscaping, architectural features or structures. Roof mounted mechanical equipment should be screened from public view.

AB.3 The business districts in the Borough are vertically-oriented, fine grain structures that offer visual interest and diversity to the streetscape. New buildings should repeat these patterns. Architectural features such as vertical coursing, projections, setbacks/insets should be used, as needed. Blank walls, as seen from the public realm, should be avoided at all costs.

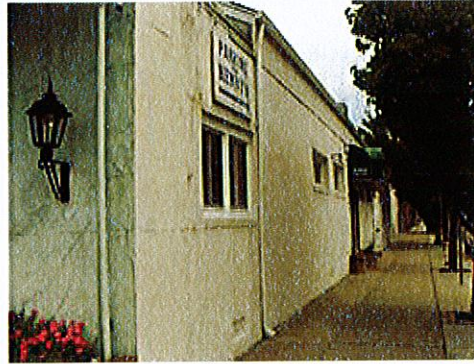
AB.4 Buildings should be designed with reverence to the past by incorporating architectural elements from the older styles into the new buildings.

AB.5 The scale of all buildings should be a human scale and appropriately sized to human proportions. Monumental building features such as oversized columns or openings should be avoided. Varying roof lines are encouraged in buildings for visual interest. Building designs should draw cues from the historic structures in the Borough, with a contemporary interpretation.

AB.6 In the waterfront districts, buildings should be designed with reverse frontage so that the view from the bayside offers as much of an attractive appearance as the streetside.

AB.7 Street awnings are important for climate protection and are encouraged on first floor elevations for all season weather protection.

AB.8 The quality and experience of the streetscape should be enhanced by providing visually interesting ground floor elevations, eg attractive window displays, architectural details, and overall transparency.



Ground floor elevations such as these would benefit from larger windows and transparency to increase the pedestrian's visual interest.

Ab.9 Balconies and rooftop outdoor areas are strongly encouraged in all buildings. Balconies can be designed as insets or projections. Rooftops can provide scenic outdoor space for gardens, leisure, refreshments and dining.

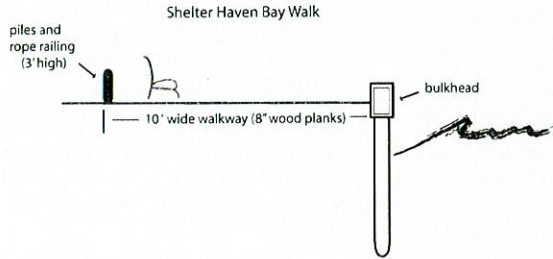
Waterfront Districts

Benefits: The back bays and lagoons offer valuable scenic and recreational public resources that have been largely underutilized and inaccessible to the public. Public access to the bay, bay front activities and a bayside walkway are important features of this district.

W.1 If a public access easement is to be provided per the Coastal Area Facility Review Act (CAFRA), NJSA 13:19-1, a walkway should be provided within the easement. The walkway design should be compatible with other walkways along the Bay as suggested in this plan.

W.2 Outdoor dining should be encouraged along the waterfront. Furniture must be strategically placed to avoid obstructing public walkways.

W.3 Balconies and roof activity are encouraged in all structures to capitalize on the view of the waterfront. Rooftops should be designed to be visually attractive when viewed from adjacent buildings.

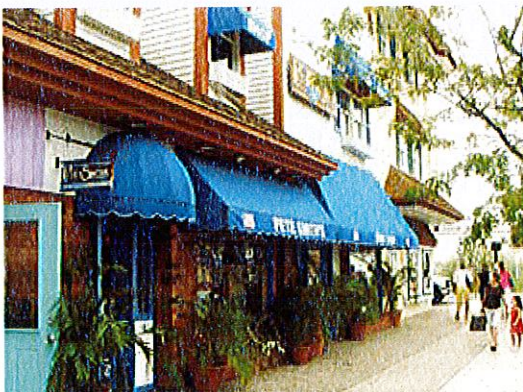


W.4 Public access to the bay walk should be clearly delineated through the use of planters, signs and other similar objects. Public access to the waterfront and docks is strongly encouraged. Walkways should be provided from the sidewalks along the street to connect to the baywalk. Walkways may be designed through buildings or within the sideyard setback.

Public Realm and Outdoor Places

Benefits: Outdoor places designed as “rooms” offer unique experiences in dining, socializing and other common activities. By devoting special attention to the use and design of outdoor places, the enjoyment and utility of the outdoors will increase, as well as the patronage of the local businesses.

PR.1 Public seating should be provided throughout the public realm to accommodate a variety of social behaviors, including passive observation, relaxation, and a place for spontaneous conversation. A variety of furnishings should be provided to accommodate these activities, such as traditional benches, dual-purpose stones and wooden structures and dining tables.



The public realm should include a variety of landscaping and construction materials as shown here on 96th Street.

PR.2 Views of the bay should be provided to the greatest extent possible, as seen from the public realm, e.g. walkways, building openings, and expansive decks and balconies.

PR.3 Outdoor activities and land uses should be encouraged throughout the district. Dining, public seating, public art, water installations and social gathering spots add to the interest and intrigue of the environment. To minimize intrusion upon these outdoor areas, outdoor storage should be screened from neighboring properties or placed inside.

PR.4 The public realm should include a variety of landscaping and construction materials that provide a diversity of textures and patterns. Brick walkways, flower boxes, planters, and unique materials all contribute to the experience of the outdoor environment.

PR.5 A pocket park should be considered for the Waterfront Business District to provide a visible, public entry to the waterfront and an alternative public place for leisure and socializing in the Waterfront District.

Views, Gateways, and Legibility

Benefit: The perception of the community as realized by residents and visitors contribute to community pride and a visitor’s sense of place. Gateways, signage, landmarks and vistas all add to a community’s legibility, creating a more memorable place.

V.1 The 96th Street gateway from Stone Harbor Boulevard should be enhanced to reflect the entry to a truly unique and special place. At a minimum, large shade trees should be planted throughout this gateway area and planters and vegetation should be added where appropriate.

V.2 Wayfinding signs should be provided in the business districts and the marina district to direct people to destination places and parking facilities.

V.3 As the waterfront districts are redeveloped, protected vistas of the bay waters should be incorporated into new development plans and street ends should resolve in terminating vistas of scenic or remarkable landmarks, such as parks, statues, or public art.

V.4 Destination places throughout the borough should be linked through signage and other marketing efforts to increase public awareness and patronage.

Heritage Preservation

Benefits: The historic and cultural resources of Stone Harbor presents a story of its past and offers a myriad of benefits for the present and future. A community's heritage is unique and unlike any other community. The preservation of the historic structures offers the ability to share that heritage with residents and visitors and gives the Borough its unique character. Historic structures also have a particular aesthetic that is unparalleled in today's construction, whether it is the building materials, style or craftsmanship. In addition to the appeal of heritage preservation, the investment in the preservation of older structures reaps dividends in terms of value and enjoyment.

HP.1 Safeguard the heritage of Stone Harbor by preserving buildings and other features within the Borough that reflect elements of its cultural, social, economic, and architectural history.

HP.2 Increase public awareness of the Borough's heritage. Encourage the creation of historic plaques and markers for buildings and landmarks and preserve relics of the past.

HP.3 Where historic structures must be expanded, encourage the sensitive design of additions that retains the integrity of the structure. The preparation of a brochure is recommended to offer residents and real estate professionals examples of how historic homes can be renovated in a manner that is sensitive to the historic context of the building, neighborhood and Borough.

Parking and Circulation

Benefits: Stone Harbor's economic vitality relies upon sufficient and reasonably accessible parking for its visitors and residents.

PC.1 Where surface parking lots already exist, additional trees and other plantings should be provided to soften their appearance. Trees should also be planted on islands within larger parking lots and in new parking lots.

PC.2 If future parking needs indicate the need for a public garage, careful attention should be given to type, scale and materials. The unsightly view of parked cars in the garage can be shielded by designing liner shops in the ground level. Landscaping is also necessary to soften the visual impact of the structure.

PC.3 Pedestrian and bicycle paths should be clearly marked and promoted to encourage multi-modal transportation. Bicycle racks should be provided, as needed, throughout the Borough.



Bicycle racks should be provided throughout the Borough for the benefit of both the bicyclist and the pedestrian.

STONE HARBOR ACTION PLAN

TASK	RESPONSIBILITY	CORRESPONDING OBJECTIVE (SEE PG 25)
ORDINANCES		
Amend all zoning and land development ordinances for consistency with this master plan	Planning Board/ Borough Council	All
Monitor the impervious coverage in residential districts	Planning Board/ Borough Council	C1
Prepare and adopt a tree protection ordinance	Planning Board/ Borough Council	C3
Create a Marina District	Borough Council	C5
Remove the Light Industrial District and replace a portion with a Multi-Family (MF) District	Borough Council	C2
Amend the sign ordinance for projecting signs and amended awning signs	Planning Board/ Borough Council	C4
Create a new Neighborhood Commercial District	Borough Council	C2
MASTER PLANS AND SPECIALTY PLANS		
Prepare a Natural Resource Monitoring Program	Planning Board/Borough Council	C1
Prepare and adopt a Marina District Plan	Planning Board/ Borough Council	C5
Prepare and adopt a Historic Preservation Plan	Planning Board or others	C2
Prepare and adopt a green buildings and sustainability plan element	Planning Board/Borough Council	C1
PUBLIC INITIATIVES		
Provide signage for public parking	Borough Council	C4
Provide wayfinding signs	Borough Council	C4
Create a pocket park in the Waterfront Business District	Borough Council	C4
Create a temporary parking lot on Second Avenue	Borough Council	C4
Expand the library in a suitable location	Borough Council	C5
Design/build community center	Borough Council	C5
Expand the SH Historic Museum in a suitable location	Borough Council	C2
Enhance the appearance of the public works buildings or conduct a study for their possible relocation.	Borough Council	C2
Create a Shade Tree Commission/Committee	Borough Council	C2
Maintain communications with Board of Education on the future of the school /school site	Borough Council	C5
Create an Environmental Commission/Committee	Borough Council	C1
Provide streetscape furniture in business districts	Borough Council	C2/C4

PUBLIC AND PRIVATE INITIATIVES		
Create a comprehensive plan for strengthening the shoulder seasons	Borough Council and Business Advisory Council w/Chamber of Commerce	C4
Promote a historic preservation campaign (after Historic Preservation Plan)	Planning Board or others	C2
Promote development of Waterfront Business District	All	C4
Promote upscale dining in the business districts	All	C4
Promote upscale lodging in the Waterfront Business District	All	C4
Promote a diversity of goods, services and restaurants in the business districts	All	C 4

PART 4: CONSISTENCY WITH LOCAL, COUNTY AND STATE PLANNING

The Municipal Land Use Law requires that all Master Plans include a statement regarding this consistency of the local plan with contiguous municipalities and regional and state planning efforts.

Contiguous Municipalities

Stone Harbor abuts the municipality of Avalon to the north at 80th Street. Land uses on the Stone Harbor side include the public marina, the public works buildings, a hotel, a recreational area and both single family and multi-family residences. The uses in Avalon along this common border include single family and multi-family residences and hotels. The existing uses in Stone Harbor and the recommendations in this Master Plan do not negatively impact the uses in Avalon.

The other municipalities that adjoin Stone Harbor are physically separated from the Borough by water. Middle Township lies directly to the west across the Stone Harbor Boulevard Causeway and North Wildwood is situated south across the Herford Inlet Bridge, physically separating the municipalities by wetlands and open water. The lands of these neighboring municipalities therefore are not contiguous to Stone Harbor, nor are there any conflicts in land uses.

Cape May County

The Cape May County Comprehensive Plan of 2005, includes eighteen recommended planning policies to conservation and development in the County from regional perspective. The Stone Harbor 2009 Master Plan is consistent with the policies of the County Plan. In particular, the balance of growth and conservation, the management of natural resources in the Borough, the desire to protect historic resources, the Borough's commitment to affordable housing, the new guidelines and zoning to protect the Borough's downtown economy, and the compatibility with the State Plan.

New Jersey State Plan

Stone Harbor is designated in the State Plan as Planning Area 5B, environmentally sensitive areas/ barrier islands. This Planning Area recognizes the valuable coastal ecosystem and the risks of flooding and storms, as well as the developed nature of the barrier islands and their economic importance. In addition to the planning area designation, the Borough is a designated coastal town center. The center designation is the State's recognition that growth and infrastructure have already occurred in this area and that future development should occur where infrastructure exists. The Stone Harbor Master Plan is consistent with the State Plan because of its smart growth approach to planning, which targets new development in and around existing infrastructure and preserves and protects the historic, environmental and community character elements of the Borough.

As a coastal town center, Stone Harbor is also located in the Coastal Area Review Facility Act (CAFRA), which establishes restrictions on future development. The CAFRA impervious coverage limits for new development in coastal town centers is 70% of a lot for new construction, although projects with less than 25 units or less than 49 proposed parking spaces are exempt from the restriction.

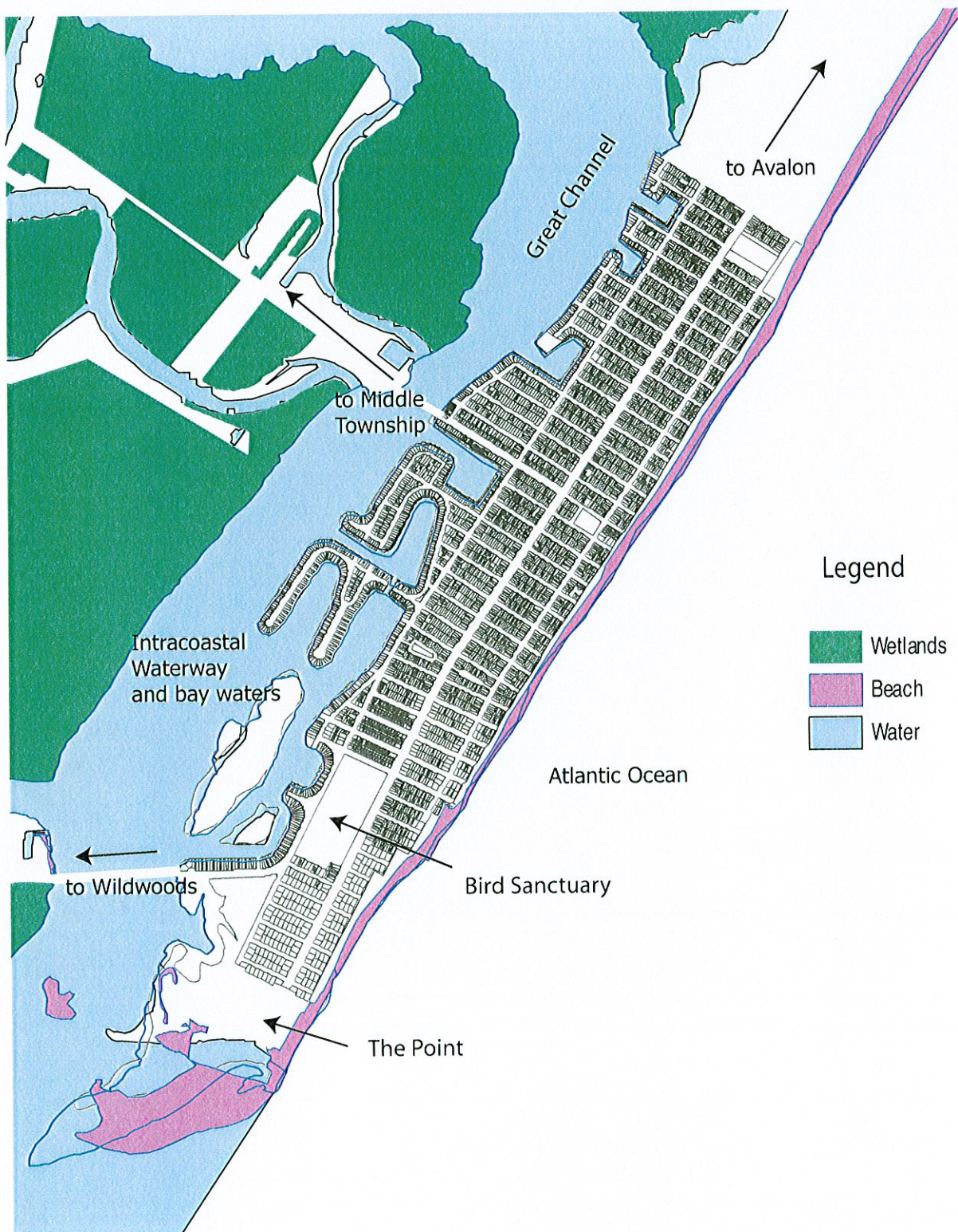


FIGURE 1 ENVIRONMENTAL FEATURES 2002
STONE HARBOR MASTER PLAN
 BOROUGH OF STONE HARBOR, CAPE MAY COUNTY

NTS
 MAY 2009

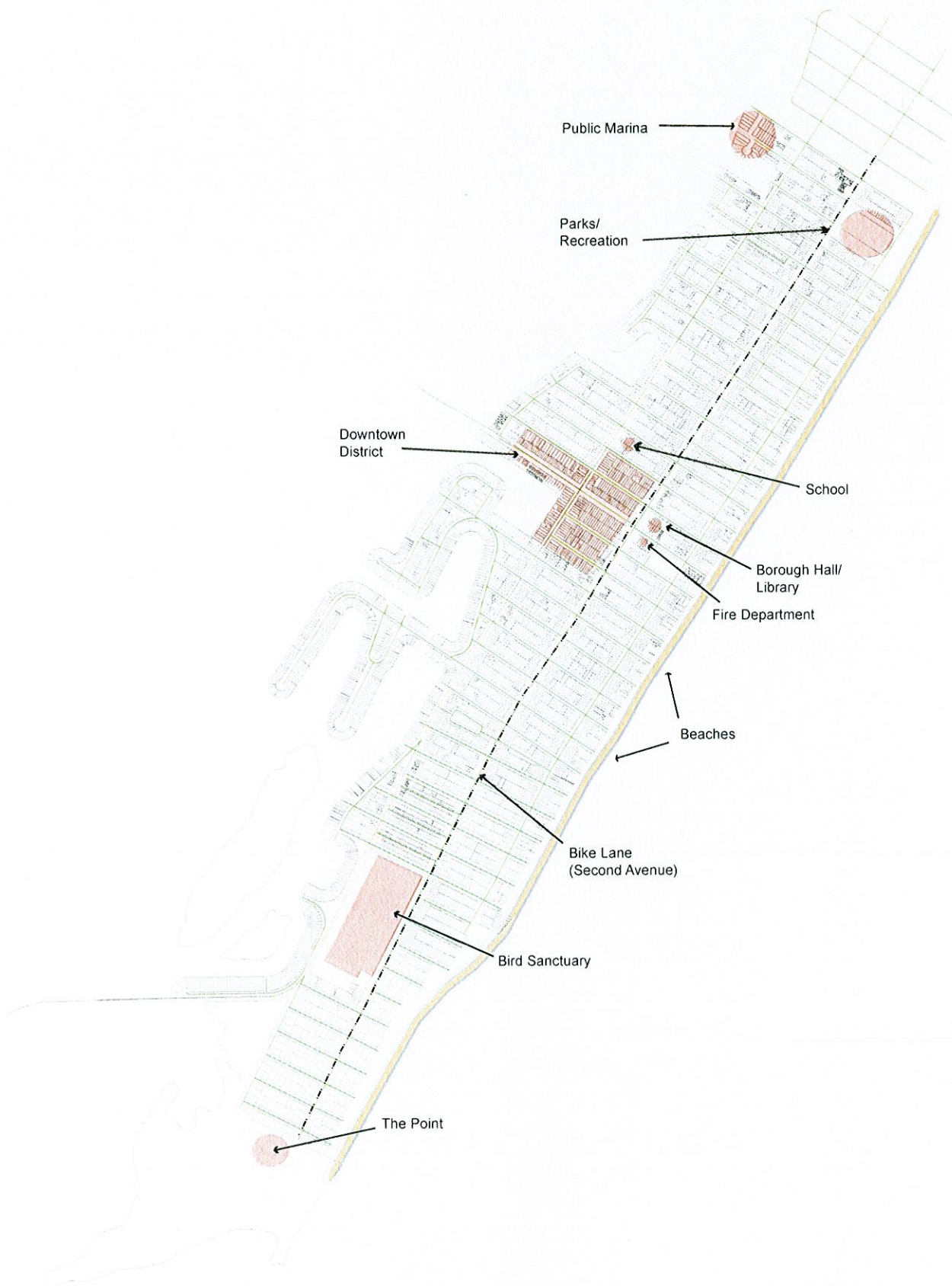


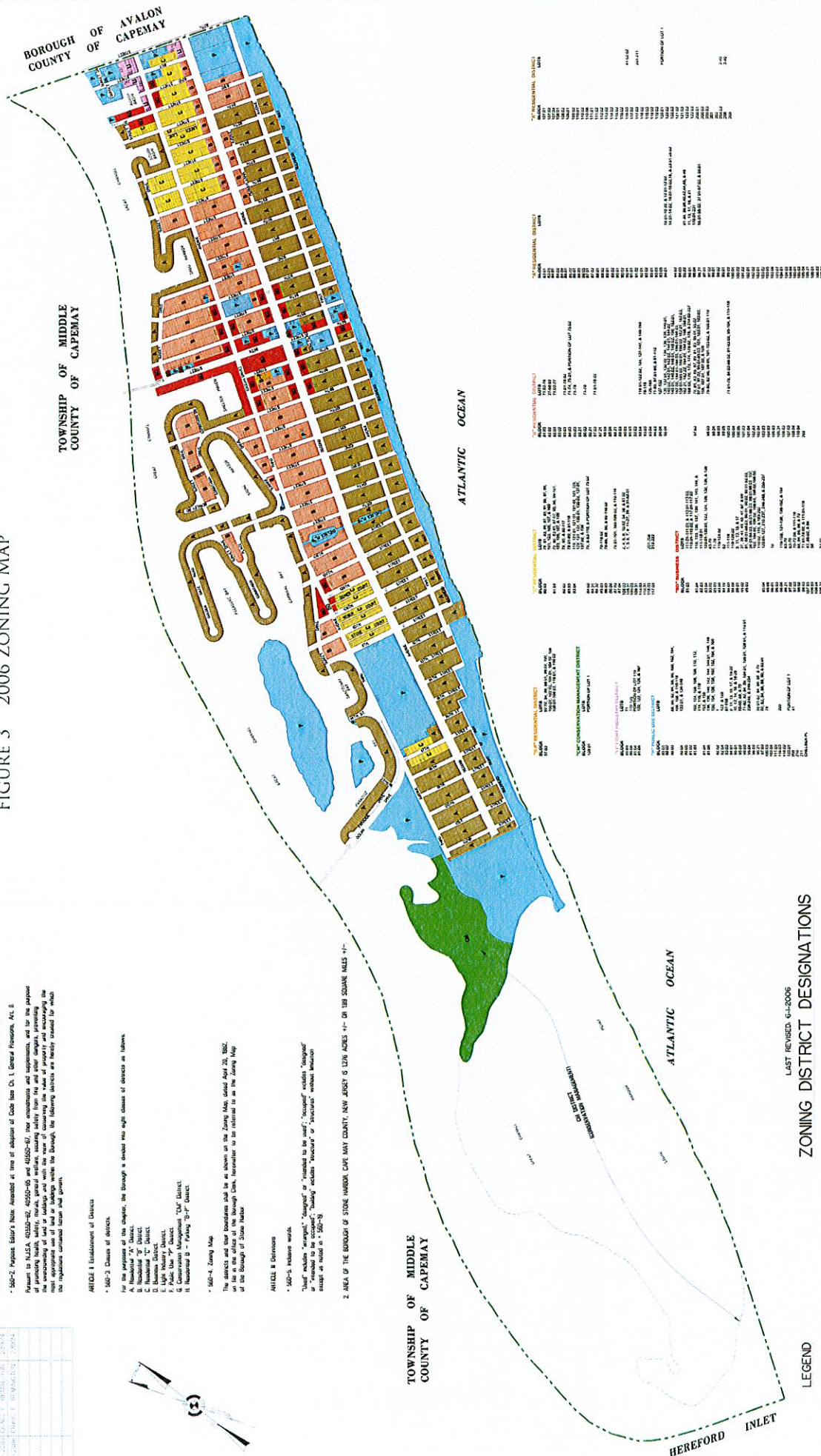
FIGURE 2 COMMUNITY FEATURES MAP
STONE HARBOR MASTER PLAN
 BOROUGH OF STONE HARBOR, CAPE MAY COUNTY



MAY 2009

Mosaic Planning & Design, LLC

FIGURE 3 2006 ZONING MAP



ZONING MAP
BOROUGH OF STONE HARBOR
CAPE MAY COUNTY NEW JERSEY

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ZONING DISTRICT DESIGNATIONS
LAST REVISED 6-1-2006

	A	B	BP	C	BD	CM	LI	P
RESIDENTIAL "A" DISTRICT	RESIDENTIAL "A" DISTRICT	RESIDENTIAL "B" DISTRICT	RESIDENTIAL "B-P" DISTRICT	RESIDENTIAL "C" DISTRICT	BUSINESS DISTRICT	CONSERVATION MANAGEMENT DISTRICT	LIGHT INDUSTRY DISTRICT	PHYSIC USE DISTRICT

BLOOD MARKER

ARTIFICIAL BLOOD-LINE LINE

LOT LINE

MUNICIPAL EXHIBITION LINE

COUNTY BOUNDARY LINE

WATERWAY LINES

ASSESSMENT LINE

TOWNSHIP LINE

NATURAL AREA - WILDLIFE HAZARD AREA - FISH FLOOD HAZARD AREA - FIRE HAZARD OR BURNED LAND

REVISION DATE



FIGURE 4 RECOMMENDED LAND USE CHANGES
STONE HARBOR MASTER PLAN
BOROUGH OF STONE HARBOR, CAPE MAY

NTS

MAY 2009

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FIGURE 5 PROPOSED STREETScape IMPROVEMENTS*
STONE HARBOR MASTER PLAN
 STONE HARBOR BOROUGH, NJ MAY 2009

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