

A VISION PLAN FOR

SEASIDE HEIGHTS



OCTOBER 2009

FINAL REPORT

smithmaran llc architecture interiors planning graphics

**SEASIDE HEIGHTS
VISION PLAN**

NJIT
NEW JERSEY INSTITUTE OF TECHNOLOGY

Seaside Heights: Vision Plan

Acknowledgements

Many individuals and institutions have contributed to the creation of this Vision Plan. We are thankful for ongoing support and interest from Seaside Heights' Mayor, Council, Planning Board, Redevelopment Agency, Plan Endorsement Citizen Action Committee, and municipal staff. At the state level, we are most appreciative of financial support provided by the Office of Smart Growth (OSG) at the Department of Community Affairs. In addition to lending technical support, Lorissa Whitaker, OSG Principal Planner, and John Reiser, OSG Planner/GIS Specialist, participated in visioning workshops, enlarging our discussions and reminding us by their presence of the gravity of our efforts.

Within the community of Seaside Heights, individual residents and municipal leaders have worked hard to make this project a reality. One longtime resident and former Councilman, Arthur Fierro, deserves special credit for bringing together the New Jersey Institute of Technology's School of Architecture and the Borough of Seaside Heights so that the research of the Rutgers Bloustein School (see Bibliography) could be developed into specific, implementable plans. His contributions have been many, including rallying the community, participation in numerous workshops, and sharing personal historical resources. As (now former) Chair of the Seaside Heights Redevelopment Agency, Marilyn Lennon, another longtime supporter of Seaside Heights, provided essential ongoing support and leadership. Her planning expertise and deep appreciation for the Borough's regional significance ensured that the Vision Plan would be appropriately specific and broad in its scope and recommendations.

John Camera, Borough Administrator, championed the Visioning process and shepherded it through its many phases of development. We are particularly grateful for the way John welcomed NJIT faculty and students into the Borough, providing a personally guided tour of community strengths and weaknesses, as well as a clear understanding of the physical and economic

structure of this unique municipality. Chas Holloway, a Senior Associate at Birdsall Engineering and the Borough's Planning Board Engineer, held the process together, from coordinating the submission of the grant application to the New Jersey Office of Smart Growth in Spring 2008, which made the Vision Plan possible, to providing critical assistance in the successful organization of the town-wide charrette and additional public workshops through Fall 2008. Chas's positive outlook and support encouraged us and made it easier for the studio to focus on gathering a community vision. Councilor Joyce Camera also assisted in obtaining the OSG grant, and with Scott Thompson, Planning Board attorney, often participated in and helped move the Visioning process forward.

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Not pictured Jon Kuybida



Smith Maran llc helped draft the grant application. Two of the firm's principals, Ira Smith and Erik Maran, taught the Fall 2008 NJIT School of Architecture/ Master in Infrastructure Planning Studio, "Uncharted Shores: The Future of Fun at Seaside Heights." Ten students participated: Xiawei Bai, Andrew Coslow, Leonor Costa, Chanda Dawadi, Christopher Henrickson, Kevin Hyland, Jonathan Kuybida, Matthew Pecora, Al Shissias, and Diana Valencia. Dan D'Agostino, a NJIT architecture graduate and project manager at Smith Maran, served as Studio Assistant. Smith Maran subsequently edited the studio work and, with substantial additional help from Matt Pecora, prepared this Vision Plan report.

This process would not have succeeded had not many Seaside Heights residents and interested parties contributed their free time to participate in the process. Those individuals are listed below. We offer you our heartfelt thanks, and if we misspelled or omitted anyone's name, please forgive us.

Finally, we wish to thank all the residence of Seaside Heights, whether they participated in the process or not. You live in a remarkable place and we hope this report serves you well in planning your future.

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October, 2009

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Seaside Heights: Vision Plan

Acknowledgements



Seaside Heights: Vision Plan

Foreword

The Borough of Seaside Heights has engaged over the last year in a series of community visioning workshops in the hope of creating a comprehensive vision for the Borough's future land use and redevelopment activities. The New Jersey Department of Community Affairs, Office of Smart Growth, describes Community Visioning as a "process in which a community envisions the future it wants and plans how to achieve it".

Toward this end, the Plan Endorsement Citizens Advisory Committee (PECAC) of Seaside Heights has undertaken a year-long process toward the development of a "visioning" plan. This process has involved extensive public participation and was coordinated externally by professors and architectural students from the New Jersey Institute of Technology.

This Visioning Process is just one of a series of planning efforts that have been undertaken by the Borough since the mid 1990's. Other notable efforts during this time period include:

- 1997 creation of Citizen's Advisory Committee to the Planning Board.
- 1999 permission granted by State for the creation of the Seaside Heights Redevelopment Agency.
- 1999 creation of Business Improvement District.
- 2003 designation as a Town Center under the State Master Plan.
- 2005 Rutgers University Planning and Redevelopment Study for Seaside Heights.
- 2008 PECAC formed an implementation board as required by State Plan for continued center designation.
- 2008 with assistance of NJIT, Seaside Heights embarks on year long "Visioning Study".
- Recognition of the Borough as a tourist destination with endless possibilities.

The draft "Vision Plan For Seaside Heights" encompasses the results of this Visioning Study. Among the major finding and recommendations are:

- Recognition of the Borough as a tourist destination with endless possibilities.
- Recommendations regarding the need for upgrade in tourist-oriented facilities, including efforts to maintain, support and enhance existing commercial structures as well as a focus on new opportunities reflecting current market trends: "focused merchandising."
- Recognition that existing residential areas need to be fostered and enhanced.
- The need for increased access to the bay front, and the "calming" of Route 35.
- The need to create a "business plan" for the future redevelopment of the Borough.
- The need to encourage development of better accommodations for the promotion of tourism and the continued need to eliminate the ad hoc usage of tourist accommodations for "permanent residential usage", supplanting the tourist.
- The need to build on the "Seaside Heights" brand and to foster the Borough's image as an excellent tourist destination for the day or longer.
- Creation of Seaside Heights as the "downtown" of the barrier island, serving as a primary commercial destination for tourists of the surrounding municipalities.



Implementation Plan:

- Incorporate and adopt Visioning Plan
- Incorporate themes and finding of adopted Visioning Plan into Borough's Master Plan.
- Incorporate Visioning Plan into the Municipal Self Assessment to be submitted as part of the Center designation requirements.
- Develop Visioning Plan into an executable Plan with timetables and measurable goals.
- Financing: aggressively pursue grant money in pursuit of implementation; seek creative financing plans and partners (hire grant specialist).
- Declare Borough as an Area in Need Of Rehabilitation: take advantage of creative financing opportunities and programs.
- Aggressively pursue private and public investments in the Borough.
- Create official "Visioning Plan Team" to carry out implementation of the Visioning Plan.
- Move toward the creation of Seaside Heights as the "downtown of the Jersey Shore" with enhanced tourist, focused commercial and retail merchandising activities.

This Visioning Plan has been prepared in accordance with the efforts associated with the State Master Plan and the Plan Endorsement Process. Many of the ideas that have been put forth should now be considered by the PECAC and the Planning Board as part of the Borough's Master Plan update process. The Vision Plan is a far-reaching compendium of ideas; an implementation team must now be tasked with sorting through these visions and fostering the platform for further consideration and implementation. The implementation plan to the left summarizes the PECAC's next suggested course of action.

Foreword by

Claudia Gearhart

Chairperson, Plan Endorsement Citizens Advisory Committee
October, 2009

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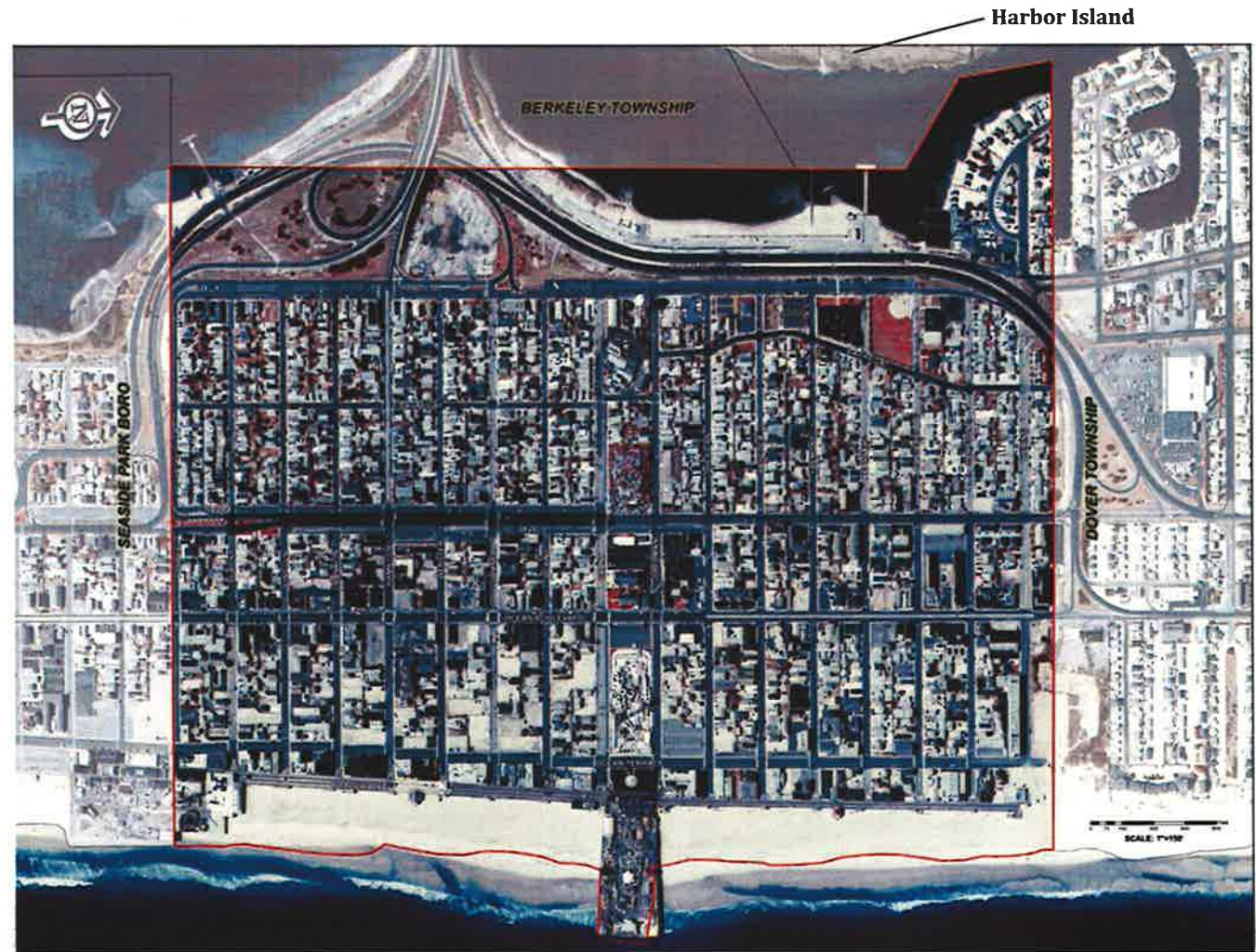
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Aerial view of Seaside Heights



A Community in Need

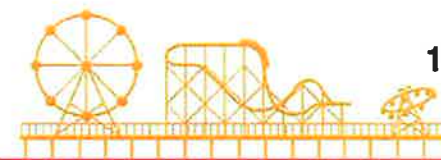
The Borough of Seaside Heights seeks to preserve its future as both a unique summer tourist destination and a viable year-round community. Less than one square mile in size, this New Jersey Mecca - where the population swells ten times in the summer months - is now faced with the challenges of outmoded planning and a changing culture of entertainment and recreation. A barrier island that harvests the best and worst of hundreds of thousands of seasonal visitors, Seaside Heights badly needs a vision that will allow the Borough to strike a better balance between serving others and serving its own desire to remain a healthy year-round place to live, work and play. In 2008, a concerted effort led by town officials, long-time residents, and members of Birdsall Engineering, New Jersey Institute of Technology's School of Architecture, and Smith Maran Architects culminated in the awarding of a Vision Grant to Seaside Heights by New Jersey's Office of Smart Growth. This report - a Vision Plan - is the product of that grant and the Seaside Heights' community's expression of a better future.

Like other New Jersey shore communities with proud histories, Seaside Heights now strains to remain a safe and inviting place with a stable economy. Twice serving as the setting for MTV's popular Beach House show, the Borough in fact faces chronic parking shortages, outdated planning and zoning ordinances, over-dependency on a seasonal economy, transient tenancy that is partly due to tourism and partly due to the absence of affordable housing in the region, and weak - even strained - socioeconomic connections to local/regional communities. The state's Smart Future Community Vision grant has enabled Seaside Heights to form a long-range plan that protects and enhances the vitality of the community.

Dedicating itself to defining and fulfilling a long-term

vision means that Seaside Heights can begin to meet the criteria of a more balanced community. New uses and experiences have the potential to reinforce the Borough's unique sense of place while building a more stable year-round employment and tax base. Housing and entertainment uses proliferate in Seaside Heights, but a broader plan for mixed land use, one that better organizes the type and location of residential, commercial and entertainment uses, for example, could improve home/hospitality occupancy rates and job opportunities.

Seaside Heights' existing piers and boardwalk have proven consistently popular. The demand for waterside entertainment justifies an expansion of recreation, possibly to include amateur and professional water sports, as well as other water-dependent activities. The development of an off-season mixed-use commercial and entertainment center, one that can "winterize" the Seaside Heights experience is also a possibility. There are suitable sites for an indoor mall that might include an event/conference center, saltwater aquarium, or athletic courts. Development of the existing infrastructure through more efficient roadways, improved municipal landscaping, dedicated bike lanes, jitney routes and alternative transportation modes (e.g. relocated aerial lifts, introduction of a water ferry connecting Seaside Heights to the mainland) would relieve congestion and redirect traffic. Proper development along key streets means that the resort-like character of Seaside Heights can be better defined and managed. This kind of long-range planning also means the Borough will be in a better position to protect and increase appreciation for the local environment, particularly Barnegat Bay, Island Beach State Park to the south, and the Atlantic Ocean itself. Resort development and eco-tourism can help one another build a better Seaside Heights.





Town Charrette—October 17, 2008

Developing the Vision Plan

From September through December, 2008, a Master in Infrastructure Planning studio at NJIT, "Uncharted Shores: The Future of Fun at Seaside Heights" was dedicated to preparing for and giving form to the ideas gathered at a mid-semester Seaside Heights community consensus-building charrette, an essential part of the larger state-funded process designed to assist Seaside Heights in creating the Vision Plan. Rutgers University Bloustein School of Planning and Public Policy undertook and published in December 2005 a 103-page study of Seaside Heights entitled "Seaside Heights Revitalization Plan." This study provided an important foundation for the NJIT effort, and includes additional aspects, recommendations and insights. During the semester, work was performed in three discreet phases: assessment (leading up to the charrette), planning and design. Each phase concluded with a comprehensive presentation made to other team

members and key community stakeholders in Vision workshops. The work of the studio was further enriched through regular meetings with representatives of state and local agencies. Throughout, students worked in teams and developed their ideas in both written and visual form. The studio concluded with a public presentation at NJIT.

The Vision Plan now in your hands describes and depicts a long-term future for Seaside Heights. Inspired by the charrette as well as studio research into the spatial, programmatic and environmental principles of other barrier island communities, the Vision Plan offers specific planning and design solutions for the Borough of Seaside Heights. Upon adoption by the Planning Board and Town Council, these solutions will shape the Borough's Master Plan and provide a roadmap for all future zoning and planning discussions and decisions in Seaside Heights.





Overview

Seaside Heights — Assets



Period postcard, c. 1960



Location and Demographics

The Borough of Seaside Heights is located in Ocean County in central New Jersey on a barrier island formally known as the Barnegat Peninsula, with Barnegat Bay to the west and the Atlantic Ocean to the east. The Borough is bordered to the north and west by Toms River Township (formerly Dover Township) and to the south by Seaside Park. Seaside Heights is connected to the mainland through Route 37 to the west, which crosses Barnegat Bay and connects to the Garden State Parkway, a major traffic artery for the State. The Borough is also serviced by Route 35, which runs north-south along the barrier island. The community is almost centrally located between the major metropolitan centers of New York and Philadelphia, located approximately 90 minutes driving time from both cities.

The Borough has a total landmass of approximately .6 square miles with an additional water area of approximately .2 square miles, producing a population density of 4,650 residents per square mile. This does not take into account the population swells that occur during the summer when the population can reach 30,000 people on a given day. In contrast to Seaside Heights, the State of New Jersey, with an area of 8,729 square miles, has a density of 1,134 persons per square mile. It might be said that one of the traditional attractions of Seaside Heights as a resort destination is precisely the increase in local activity and proximity to others that comes with a summer visit.

In 1950, the year-round population of Seaside Heights was less than 900. According to the United States Census Bureau, the 2007 estimate puts the population at 3,319 permanent residents. The population of Seaside Heights is 89.5% white, with 4% of the population African-American and almost 10% of the population Hispanic. A majority of permanent residents are in construction, accommodation, and

food services businesses.

The median age of Seaside Heights is 33.3, which is low compared to the Ocean County median age of 41, and the State median age of 36.3.

The median household income for residents of Seaside Heights is \$25,963, well below the Ocean County median income of \$46,433 and less than half of the state median household income of \$57,338. This is in strong contrast with the income of most visitors, which is above \$75,000.

According to the United States Census of 2000, the total number of housing units is 2,840 with only 1,408 noted as occupied, a 50% rate of occupancy. The national occupancy average in 2000 was 91%. Of occupied housing units in Seaside Heights, only 28%, or 397, are owner-occupied, compared to the national average of 66%. The balance of housing units in the Borough is renter-occupied. While the 2000 census data may be skewed due to the higher-than-average volume of motel accommodations, these unusual statistics powerfully confirm the seasonal nature of tenancy at Seaside Heights as well as a several-decade trend away from owner-occupied residency in the Borough.

Toms River, which sits across Barnegat Bay, forms the large majority of Toms River Township. It has a landmass of 41 square miles and a population of over 86,000. The median age in Toms River is 39.7, older than that of Seaside Heights, and the population density is 2,105 people per square miles, approximately half that of Seaside Heights. The demographics of Toms River show a predominantly white population.



Overview

Seaside Heights—Assets

Seaside Heights' first hotel, at the corner of Sumner and Boulevard



Background

Nature intervened to help create the land area we now call "Seaside Heights." Around 1750, a terrible Atlantic storm hit the barrier peninsula and forged an inlet into Barnegat Bay between what is now Ortley Beach and Seaside Heights. The land area at that time was part of Monmouth County. On a New Jersey map dated 1795 (see: <http://mapmaker.rutgers.edu/MAPS.html>) the inlet is designated "Cranbury New Inlet". The inlet benefited commerce in the Toms River area (and even played a unique role in the Revolutionary War). This storm event separated the lower barrier peninsula from the upper part creating an island between the new inlet and the southerly end at Barnegat Inlet. In one historical map, the island was designated Squam Beach. Later maps labeled the lower half as Island Beach (the future Seaside Park and Island Beach State Park) and the upper half as Squam Beach (the future Seaside Heights).

In 1812, another Atlantic storm closed the Cranbury New Inlet, reestablishing the barrier peninsula strip (now better known as the Barnegat Peninsula). In 1821, there was a failed attempt by Michael Ortley to reopen the inlet after several years of work. The barrier strip remained a peninsula until 1925 when work

was completed on a lengthy canal joining Manasquan River, and the Inlet, to Barnegat Bay in the harbor of Bay Head. This canal separated Pt. Pleasant Beach from Pt. Pleasant. Thereafter, Barnegat Peninsula became an island. The upper New Jersey barrier island is now commonly referred to as Island Beach, the lower Ocean County barrier island is called Long Beach Island.

In 1850, Ocean County was established from a portion of Monmouth County. Barnegat Peninsula was part of Dover Township. In 1875, Berkeley Township was incorporated from portions of Dover Township including portions of the barrier island peninsula. At the time of the "Berkeley Beach " Map of 1896, "Sea Side Park", which included what is now Seaside Heights, was part of Berkeley Township. Rail service to Seaside Heights began in 1882 when the Toms River and Barnegat Railroad Company opened a spur, primarily for commercial purposes, that bridged Barnegat Bay and connected Toms River to Seaside Park. This line also continued north, connecting the Barnegat Peninsula to Point Pleasant and the Long Branch Railroad.

Development as a Shore Community



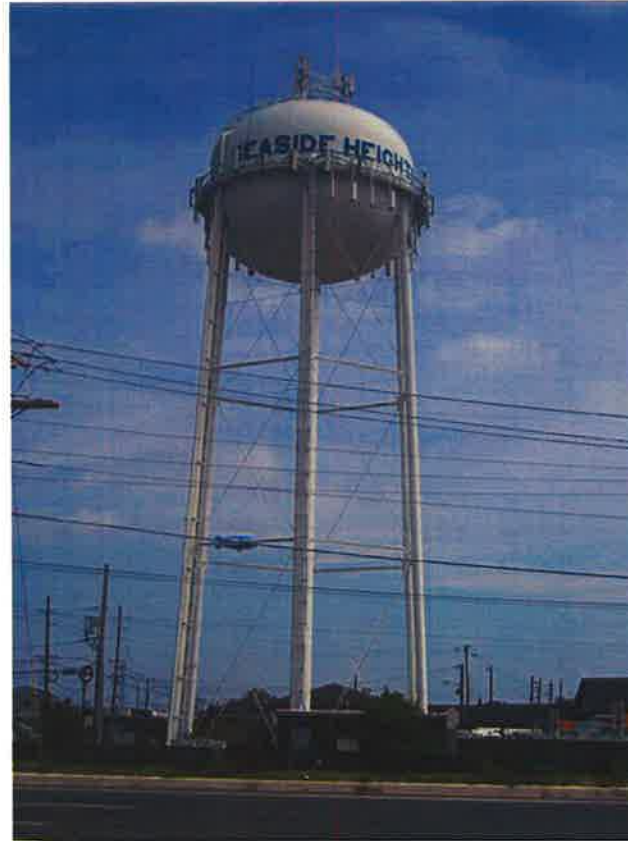
Along the old Boardwalk



Seaside Heights was incorporated as a borough in 1913 primarily from two large Berkeley Township tracts of land independently owned and joined together mid-point at Grant Avenue. One of the two land development companies, Philadelphia based Grosscup family Manhasset Realty Co. established in 1909, envisioned Seaside Heights as a resort and promoted it to Philadelphia-area residents as an ideal location to build summer homes. In 1913, Christian Hierung started the Barnegat Power and Cold Storage Company and brought electricity to Seaside Heights for the first time. On December 1, 1915, a wooden toll bridge was opened across Barnegat Bay, directly linking Seaside Heights to Toms River and the mainland, and dramatically improving public access to Seaside Heights.

Passenger rail service on the Toms River and Barnegat line started in 1917 but did not last for a long time. By the end of 1949, tracks were removed between Seaside Park and Bay Head junction. In 1950, perhaps as compensation for the loss of rail service, the original wooden bridge was replaced by the Route 37 bridge. Today, the train terminates at Bay Head. In Seaside Heights, the original rail bed used to run through Central Avenue and this explains the unusual width of the street seen today. The vacated railroad bed south of Mantaloking became the new two-lane roadway bed for Route 35 southbound. The original two-way Route 35 became Route 35 two lanes northbound, except for Bayhead and Mantaloking (still Route 35 single lanes); and Seaside Heights (Boulevard) and north Seaside Park sections, which remain two-way roadways.

With the changes in transportation and access to Seaside Heights, development continued. As municipal services grew, hotels and stores took root. By the 1960's, a new Water Tower and the Seaside Heights Firehouse/Municipal Complex were completed and still stand today.



The ever-present water tower

Growth of the Boardwalk and Amusements

In 1916, the boardwalk plan was approved. The first three blocks of the southern part of the boardwalk were built in 1917. However, the first major amusement on the boardwalk in 1915 came in the form of a carousel located at the corner of Dupont and "old" Ocean Ave. It was established by Joseph Vanderslice who built his own boardwalk and building on a pier. But after one year, the business failed. When the operation was purchased by Frank Freeman, who became a very influential force on the boardwalk, he replaced the gas carousel with an electric one. From this point on, the amusement industry began to grow



and further increased the summer population at Seaside Heights. It expanded northerly along the boardwalk stopping at the Casino operation, between Grant and Sherman Avenues. The first major attraction Linus Gilbert of the Casino introduced to Seaside Heights in 1932, a 1910 electric-powered carousel made by Gustav Dentzel (and incorporating hand-carved elements by Charles Looff, Charles Carmel and Marcus Illions, other pioneers of the American carousel), became a popular and cherished entertainment. The carousel, with its Wurlitzer Military Band Organ, remains in operation today. Named in 1986 after Floyd L. Moreland (a New York University Professor and Dean who spearheaded the restoration of the historic carousel), it is the crown jewel of the amusement industry in Seaside Heights. From this ride, the amusement industry continued to grow and flourish. Other attractions were added around the carousel, including a fishing pier, skating rink, indoor dance hall and amusement arcade. The Seaside Heights Casino Pier, projecting seaward from the area around the carousel, ultimately incorporated multiple venues for young and old: Olympic size swimming pool, roller rink, enormous ballroom, 35 rides, dozens of games, a nightclub. By the late 1940's, a commercialized boardwalk (excluding the north-end of Seaside Heights Park section) extended from Porter Avenue on the south to Sherman Avenue on the north, and

remained unchanged until the mid-1970s. Thereafter, further expansion of concessions along the boardwalk began in the north-end oceanfront residential area ending at Hiering Avenue. Although not altogether successful, or complete, this expansion nonetheless completed the boardwalk in the form we see it today. The rapid successful growth of Seaside Heights as a desirable vacation destination resort area for families, indeed, the establishment of its "brand name" in the tri-state area, was largely accomplished under the dynamic leadership of the legendary Mayor of Seaside Heights between 1939 -1964, the late J.Stanley Tunney. To a large extent the history of the amusement industry until the mid-1970s, is a history of what occurred between those two carousels, and two piers. They were anchors, which established the parameters of the identity of the amusement zone together with its parallel business district along the Boulevard (a traditional Main Street USA). However, the component businesses that formed the boardwalk amusement district have changed since the 1970s to include a far greater number of food and retail establishments. (More dramatic changes have occurred on the Boulevard.)

In 1955 a devastating fire destroyed more than 50 concessions in the southern area of the boardwalk. In response to this event and growing concerns over competition from the Casino Pier, Mayor Tunney organized a group of businessmen in Seaside Park and Seaside Heights to create in 1957 Funtown U. S.A. (Funtown Pier today). Funtown had 18 major rides and 15 kiddie rides. It covered four blocks, from Dupont Avenue in Seaside Heights to Stockton Avenue in Seaside Park. Despite major fires and terrible storms over the years, the two piers have been rebuilt and remain primary, active attractions. The historic popularity of the boardwalk cannot be disputed even today. In its hay-day, however, the popularity of Seaside Heights was so great, and the volume of visitors so extraordinary, that there was once considered in the early 1970s a proposal to double-deck the boardwalk.



Floyd L. Moreland Carousel





Boulevard— C. 1960's

Boulevard

While the Boardwalk has established itself as a dominant factor in the development and appeal of Seaside Heights, the importance of Boulevard, which predates the Boardwalk amusement industry, deserves to be mentioned. The Boulevard has and continues to play a vital role in the business and communal history of Seaside Heights. In fact, the most interesting changes in Seaside Heights in the past five years have taken place - and continue to occur - on the Boulevard.

Early photographs of The Boulevard depict a classic and elegant seashore business district. This vibrant commercial artery served as the center of the community and was noted for its fine retail establishments. It was home to a department and furniture store, a pharmacy, hardware stores, bakeries, 5&10cent stores, pubs and hotels. The ACME food market, which was relocated to Ortle Beach af-

ter the Route 35 by-pass was completed, was in fact originally located on the Boulevard. The now - famous Bamboo Bar was originally the site of the first building rented for Our Lady of Perpetual Help R.C. Church, further demonstrating Boulevard's longtime importance as a community focal point. Until the expansion of the north-end boardwalk in the mid-1970s, the Boulevard paralleled and complemented the boardwalk business located between Sherman Avenue and Porter Avenue. The Boulevard remained an important retail shopping and restaurant area of Seaside Heights until the early 1980's.

In the past, many businesses closed after the summer, but some remained open to serve the needs of local residents who remained on the island. That service was vital at the time because the nearest shopping areas on the mainland in the 1910s -1950s was the center of Toms River, to the west, and in Point Pleasant, to the north, both of which were at a considerable distance for the residents of Seaside Heights.



Overview

Seaside Heights—Assets

As some longtime residents of Seaside Heights recall, residents celebrated the business district in the fall by painting the windows of business establishments with depictions of Halloween, a tradition abandoned decades ago. Other initiatives to support Boulevard enjoyed community support. In the 1960s, the Seaside Heights Business Association was created in part to help deal with the needs of the Boulevard retail businesses who were always confronted with unsold stock when the season ended on Labor Day weekend. The Mardi Gras weekend in September, which featured Boulevard street sales as the primary component, was created to help businessmen unload unsold merchandise, and also to help extend the business season into mid-September. The event attracted crowds of people from other communities and the mainland, again showing the Boulevard as focal point of Seaside Heights.

Over the decades, the Boulevard has gone through far greater dynamic changes than the boardwalk, and several attempts at revitalization. The Route 35 by-pass in the 1950s, followed in the 1970s by the north-end boardwalk expansion, further weakened the Boulevard business climate. By the 1990s, most of the retail businesses and fine restaurant establishments disappeared and nightclubs began to dominate the zone. In 2000, as the nightclub business began to fade, the Boulevard began to move in the direction of becoming, once again, an important location for restaurants. The Boulevard continues to play a vital role in the evolving history of Seaside Heights.

Ocean Terrace

Ocean Terrace did not exist as a roadway in the original Manhasset Realty Map of 1909, one of two large tracts which formed Seaside Heights as a municipality. The Manhasset tract is the southern tract located from mid-Grant Avenue south to mid-Porter Avenue. The 1909 map clearly indicates Ocean

Avenue as the main roadway running parallel along the eastern boundary of ocean front properties, as it is in Seaside Park. The current Ocean Terrace, however, was created by shifting east/west ocean front lots 35 feet eastward into the roadway bed of the original 50 foot wide Ocean Avenue. This created a 35 foot wide roadway behind the ocean front lots, providing road access to the growing businesses along it's way. It also created the roadway without the necessity of acquiring private property. However, to compensate for the shift into Ocean Avenue, the eastern boundary of Ocean Avenue, was itself shifted 35 feet eastward into the beach area, thus preserving the designated 50 foot roadway bed, now known as the Boardwalk (or Old Ocean Avenue). In post WWII, the new 35 foot wide Ocean Terrace was further widened to 60 feet, as Seaside Heights acquired private properties running along the west side of Ocean Terrace. Today there is parallel and diagonal parking along this thoroughfare. Additional private off-street parking lots run along the west boundary and throughout the southeast tract.

Recent Troubles

Despite its success in luring generations of New Jerseyans, New Yorkers and Pennsylvanians to the bright lights and active surf of Seaside Heights, the Borough's image has suffered significantly in the past 30 years. Regarded in the 1960's as a safe and friendly place for families looking to spend a vacation week, Seaside Heights now combats a public image as a honky-tonk town with uncontrolled, carnival-like activities, essentially a haven for young, loud, rowdy weekend crowds. The sources of these perceptions are many and deserve to be cited if they are going to be addressed and overcome.

As the economy grew and real estate values saw corresponding improvement in the 1980's, homeowners principally of multi-unit summer homes (second homeowners and families who had decided to move



Seaside Heights—Assets

elsewhere) began to sell primarily to investors, a process, which actually began in the mid 1970s. These investors continued to turn to segments of the tenant market not previously emphasized in Seaside Heights: high school- and college-age "animal house" groups in the summer and welfare recipients in the winter. Exacerbating the drop in owner-occupied residential units and further eroding the integrity of the Borough's small residential neighborhoods, a handful of larger lots, which included single-family, two-family and parking lot properties, sold to condo developers. The Borough's stacked zoning (explained elsewhere in this report) did little to provide adequate separation between old residential uses and new, more dense uses.

When crack cocaine hit the nation in 1983, the local situation became acute and blindsided a municipal government unprepared to deal with the impact of

this phenomenon in a town whose image was already in transition. Group rentals, often weekend warriors driven by a growing nightclub scene, "exploded like Molotov cocktails," as one longtime resident said, disrupting neighborhoods throughout the town.

Controlling the image of Seaside Heights was made more difficult with the rise of beach pollution in the mid-1980's and then made even more difficult by the washing up of medical waste in 1988-1989. Canadian vacationers, once stalwart Seaside Heights visitors, left and went south, never to return. Traditional destination vacationers from the tri-state area found other options as well. Some never returned. As more homes and cottages sold to absentee landlords, group summer rentals and Section 8 welfare tenants grew. After the economic decline in 1989, problems began to spread into the motels as well as the new condo units built in the late 1980s.



Visitors having lunch in a parking lot next to a demolished building on Grant Ave.

Overview

Seaside Heights—Assets

The borough's image as a honky-tonk town naturally followed from its growing reputation as a nightclub destination with some serious problems. The proliferation of mature-oriented merchandise on the Boardwalk, along with drug use and sexual activity *under* the Boardwalk, gave credence to detractors who called Seaside Heights by a new name: Sleazebide. In a 1998 national broadcast, MTV's Carson Daly proclaimed Seaside Heights "a thriving party town."

With all of these changes came a decline in community quality of life and property values. Between 1994 and 1999, property values declined every year in Seaside Heights, the opposite of what was happening along the Ocean County coastline. From 1999 to 2005, there was another large departure from town of year-round and second homeowners, people who wanted to take advantage of increased local home values associated with a more robust economy. Many of these sellers were retirees who had originally purchased summer homes (many with rental units attached), which later became their future retirement home. Confronted with advancing age, and continuing difficulty in finding responsible seasonal tenants for rental units, many sold out. Many condo owners also sold out as prices rose. Furthermore, a second wave of new condominium development (following the 1980s boom) began in early 2000, was short lived with many units remaining unsold, some not completed, other projects abandoned, in bankruptcy or foreclosure, all of which occurred prior to the current financial crises in late 2008. While no Vision Plan is a cure-all, we believe the ideas found in this study set positive, achievable alternative goals for Seaside Heights and can help undo the past decades' harm to the Borough's public image and the accompanying social and physical compromises.



Roadways

Route 37 and Route 35

When visitors approach Seaside Heights from Toms River, signs for all three communities direct the majority of lanes either to the north ("Seaside Heights-Pt Pleasant") or to the south ("Seaside Park-Island Beach"). One would expect the traffic interchange, which occupies Borough property, to give direct access into the heart of Seaside Heights. In fact, the interchange channels most of its traffic *around* the very town it initially encounters - Seaside Heights - and directs it to Ortley Beach to the north and Seaside Park to the south. In this way, the traffic pattern constructed in the 1950's undermines the same community that it was undoubtedly constructed to benefit: it diverts most of the traffic that would have entered the commercial center of Seaside Heights to its northern and southern neighbors, while the Route 37 transfer to the north-south conduit, Route 35, severely limits access to the once-active bayside. In these ways, the town is deprived of much of the commercial lifeblood flowing around it.

Major Streets

Boulevard
Central Avenue
Grant Avenue
Ocean Terrace
Hamilton Avenue
Porter Avenue

Parking

Municipal

The municipality controls three large lots. A pay station lot is located closest to the Casino operations. The parking lot along Hiering Avenue is a flat rate lot; while the lot is primarily in Dover Township, Seaside Heights controls the lot and its revenue. The westernmost lot, offering free parking, is near the Route 37 bridge.



Private

The 2008 tax records show that there are 113 class 1 "vacant" lots, which means there is the *potential* for 113 private parking lots. To run a parking lot in Seaside Heights, however, a mercantile license is required. According to the 2008 records, 32 privately-owned vacant lots have this license and have become, therefore, legal parking lots.

Street parking in the business districts and along major thoroughfares is municipally metered. The average meter has a 10-hour limit. The Borough is in the process of replacing meters with pay stations. Street parking in the residential districts, west of Central Avenue, is free and unmetered. However,

Privately Owned Street Parking



**Municipal Lot midway in Ocean Block
between Grant and Blaine Avenues**



property owners have the right to lease the parking space directly in front of their property as long as 50% of the space is on their property. Leasing rates vary for different sections of the Borough. West of Central Ave is \$250 a year. East of Central is \$450 a year. The only spaces not leasable are those on Ocean Boulevard where meters are so profitable that leasing them would not realize their financial potential.

Income

Unlike many New Jersey municipalities, Seaside Heights openly embraces parking, both its essential function and revenue-generating capacity. The following figures explain why: Approximately \$3,000,000 per year is generated from the meters and parking related fines, which is about 30% of the annual budget for Seaside Heights. As will be seen in the

Implementation section below, the Vision Plan recommends relocation of some existing parking and consolidation of parking in new parking structures, but aims for a net increase in Borough parking spaces, translating into greater convenience and revenue.

However, recent re-development for condominiums of large private parking lots between Blaine and Webster Avenues along Ocean Terrace or nearby, have reduced parking once available to beach goers and Boardwalk businesses. This has raised concerns with the boardwalk business community. None of the businesses along the Boardwalk own or provide any parking to service their operations. Metered parking has been provided on the streets by the town, and off street surface parking by



Brochure for Seasonal Mass Transit

independently owned parking lots, large and small, situated throughout the southeast tract to service transient needs. This situation has created an odd patchwork of private parking lots. (some of these lots were redeveloped as condominium sites in the 1980's.) However, transient-parking requirements to support local businesses can be addressed, in part, by recommendations made elsewhere in this study for structured parking in the area. Additionally, preserving some surface parking lots along or near the west side of Ocean Terrace is recommended in order to assure ease of access to the beach and more residential accommodations in the southeast tract.

Mass Transit

Ocean County is served by NJ Transit and Ocean Ride, Ocean County's transit system. Thus, both bus and rail service serve Ocean County, but Seaside Heights does not receive the same standard of year-round service provided to other Ocean County towns. Daily bus service to/from Newark and New York operates only on a seasonal basis to Seaside Heights. The Toms River Connection, a NJ Transit bus line, provides service from 7am to 10pm six days a week, with 7-day service during the summer season. Ocean Ride provides year-round transit between Seaside Heights and Toms River. For several decades Seaside Heights has provided senior citizens with a "Island Senior Transportation" bus service to mainland shopping malls, supermarkets, and medical services. It also provided bus service for planned senior activities. This bus service was initiated by Seaside Heights, and via an Inter-Local Agreement also extends this service to neighboring barrier island communities; Seaside Park, Lavallette and sections of Toms River Township. Seaside Heights is very proud of this continuing initiative.



Effective: September 6, 2008

Serving: Seaside Park (seasonal)
Seaside Hts. (seasonal)
Island Hts. (seasonal)
Toms River
Dover Township
Silverton
Brick Township
Lakewood
Freehold
Manalapan
Marlboro
Old Bridge
Newark
Newark Liberty Intl Airport
Jersey City
Journal Square (Limited)
Weehawken
Lincoln Harbor (Limited)

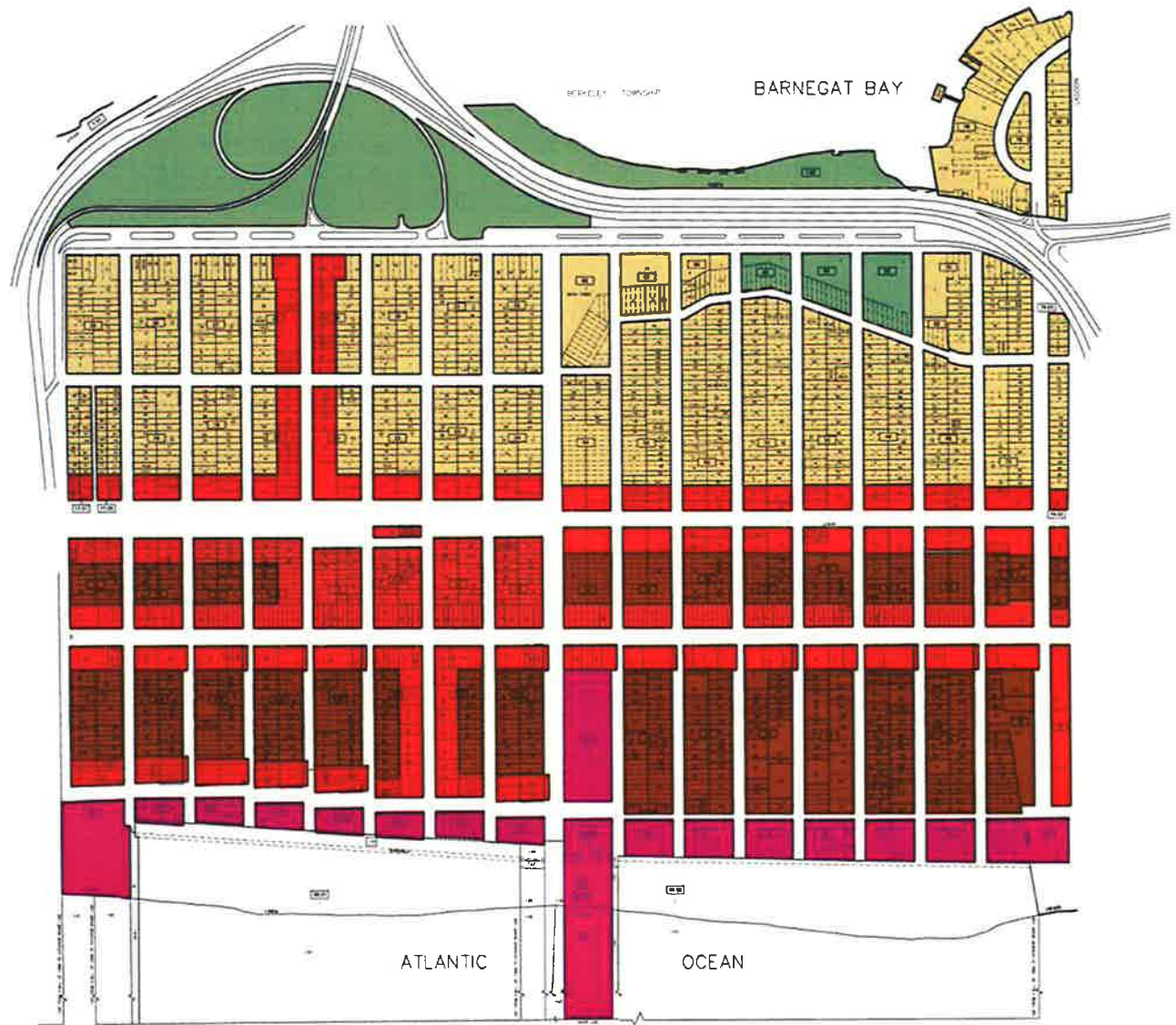
Departs: Jersey City
Journal Square Transportation Center,
Platform C1
Newark Penn Station
Bus Lane 1B



Overview

Seaside Heights—Assets

- GREEN SPACE
- MUNICIPAL
- CULTURAL
- PARKING
- LOW-DENSITY RESIDENTIAL
- MEDIUM-DENSITY RESIDENTIAL
- HIGH-DENSITY RESIDENTIAL
- HIGH-RISE ALLOWANCE
- RETAIL / MIXED-USE
- AMUSEMENT



Current Zoning Map - Seaside Heights

Stacked Zoning

Seaside Heights has what is called a "stacked zoning" system. This means as you move from less dense to more dense zones you are able to include all uses permitted in the previous zones. In Seaside Heights, the individual zones and their approved uses are summarized here, from less dense to more dense:

- (SF) **Single Family:** single-family dwellings, also public parks and playgrounds; 4,000 sq. ft min lot size per unit, with 40ft. frontage. Maximum height of 25 ft.
- (LDR) **Low Density Residential:** single-family, two-family dwellings, including office space for professional services (eg, lawyers, doctors, architects), also schools and government facilities; 1,800 sq. ft of lot area for apartments and efficiency units Maximum height of 25 ft.
- (R) **Residential:** single-family, two-family, multi-family dwellings, including office space for professional services but excluding hotels, motels and rooming house units; 2,000 sq. ft. of lot area for single family with 20 ft. frontage. 1,200 sq. ft of lot area for apartments and efficiency units. Maximum height of 40 ft.
- (RB) **Retail Business:** retail establishments where goods are sold or personal services are rendered to the general public, public utility offices, municipal buildings and other governmental and/or public uses, offices and buildings of professional persons, clubs, lodges, association buildings, meeting rooms and halls, restaurants, taverns and bars, hotels, motels and parking lots, excluding warehouses, workshops and garages; 4,000 sq. ft. of lot area per retail business; 40 ft. lot frontage; 500 sq. ft. of lot area per unit for hotels and motels. Maximum height of 40 ft.

- (RR) **Resort Recreational:** carousels, roller coasters, merry-go-rounds, Ferris wheels or other mechanical rides, miniature golf courses, exhibits and any other amusement games, devices or rides, games of chance, mechanical rides and non-mechanical rides and other forms of entertainment; 4,000 sq. ft. of lot area per retail business; 40 ft. lot frontage; 500 sq. ft. of lot area per unit for hotels and motels. Maximum height of 40 ft. No height restrictions for rides

- (RRA) **Resort Recreational, District A:** all of the uses allowed in the RR zone, as well as Adult bookstores and establishments of adult entertainment, tattooing, branding and body piercing establishments, retail or wholesale establishments selling or trading firearms; 4,000 sq. ft. of lot area per retail business; 40 ft. lot frontage; 500 sq. ft. of lot area per unit for hotels and motels. Maximum height of 40 ft.

The stacked zoning system has been criticized for creating a disorganized plan in Seaside Heights. For example the LDR zone allows everything allowed in the SF zone with the addition of two-family dwellings, schools and government buildings. Each of the commercial zones - RB, RR, RRA - allows for any use allowed in any of the three residential zones.



Overview

Seaside Heights—Assets

Residential and Resort/Commercial

The prominent patterns of building development in Seaside Heights are organized in two distinct zones, both comprised of a wide variety of building forms and setbacks. The predominantly residential area starting 100 feet west of West of Central Avenue to Bay Boulevard has mostly single-family and multi-family housing, anywhere from one to three stories. Of approximately 3000 residential units, 35% are single-family, 38% are 2-4 unit Structures, and 27% are 5+ Units. The zone east of Central Avenue is comprised of a variety of buildings and uses, anywhere from one story single-family homes to three- or four-story motels and condominiums.

Seaside Heights has a high level of turnover: 59% of all properties between 2000 and 2005, which indicates a high influx of investors and residents (mostly second homeowners) and reflects the NJ shore's prosperous real estate market in recent years.

The length of residential tenure in Seaside Heights is very short compared to most New Jersey communities. Of all residential units, 72% are renter-occupied, 75% of whom have resided in SH for less

than 10 years. Only 5% have resided in Seaside Heights since 1969.

The median owner-occupied residence in Seaside Heights is \$124,000, which is about \$7,000 less than the Ocean County median (\$131,300) and \$45,000 less than the New Jersey median (\$170,800).

Seaside Heights has a high vacancy rate, about 50%, due only in part to its seasonal tourist nature. Of that, only 50% is due to seasonal and recreational use, leaving 25% of total units in Seaside Heights vacant throughout the year. High seasonal vacancy has led many hotel/motel owners to rent to individuals and/or families receiving public assistance, which has both damaged Seaside Heights' image and taxed the police department, and has resulted in two additions to the grammar school. In 2008, of 30 Ocean County facilities contracted for emergency assistance (EA), 2/3rds are in Seaside Heights (19). Of 158 EA Households located in Seaside Heights, all but 6 were motel rooms. 68 Households receive Section 8 benefits.

There is a wide variety of residential building types and sizes throughout Seaside Heights. Smaller buildings consist of a variety of bungalow types, shotgun-style houses, and raised stilt buildings. The larger buildings are typically motels and condominiums, organized in a variety of ways. One recent unfortunate condominium trend turns its back on the street by leading tenants and their vehicles into an interior courtyard producing a communal, but entirely private, outdoor space.

Residential construction materials include finishes of vinyl siding, wood shingles, brick, and stucco, with the vinyl siding and wood shingles contributing most to the feel of a seashore community. Wood shingles appear to be aging best, with many other finish materials in a less than pristine state. Most structures are wood framed, with larger buildings being concrete-covered steel.

Example of recent residential construction





Courtyard of condominium complex on Ocean Terrace

Buildings in Seaside Heights rely on a concrete mat foundation designed to distribute the loads evenly on the poor subsurface material.

Among the residential structures, there is a wide variety of porches, balconies, courtyard entrances, and roof decks. These features, when provided, give a more welcoming feel and connect the residences with the outdoors. However, outdoor areas in the eastern part of town, especially between buildings, are poorly landscaped and contribute to a negative image of certain residential areas. Much of this space is used for off-street parking on the front, side, back, or even under houses and larger buildings. The variety of setbacks in the fronts, sides, and backs of properties contributes to the awkward shape and appearance of these spaces and seems to be the primary reason so much outdoor space is underutilized. Widening of all the east/west streets east of Central Avenue (a generation or so ago), substantially narrowed the public pedestrian space in the eastern half of the town, contributing to the feeling and look of congestion. (The exact opposite occurred along the Boulevard, when beginning in the late-1900s, the Boulevard roadway was narrowed to increase setbacks and

public pedestrian space. One section still remains to be done.)

Retail

Retail zones are located mainly along the Boulevard, Central Avenue and Hamilton Avenue. Although these areas are all zoned for Retail Business, the majority of existing retail establishments are located along Boulevard. While Central Avenue has motels and minimal retail, the predominant use remains residential with several larger condominium complexes. Hamilton Avenue has an Army-Navy Store as well as a lumber yard, but it is primarily residential.

Along the Boulevard are several restaurants, ranging in scale from smaller establishments such as On Top of Spaghetti to very large restaurants/supper clubs, like Luna Rosa, that occupy an entire block, and Hemingway's Café.



Hemingways Cafe

Overview

Seaside Heights—Assets

Toms River

Toms River, which sits across Barnegat Bay, forms the large majority of Toms River Township. It has a landmass of 41 square miles and a population of over 86,000. The median age in Toms River is 39.7, older than that of Seaside Heights, and the population density is 2,105 people per square miles, approximately half that of Seaside Heights. The demographics of Toms River show a predominantly white population.

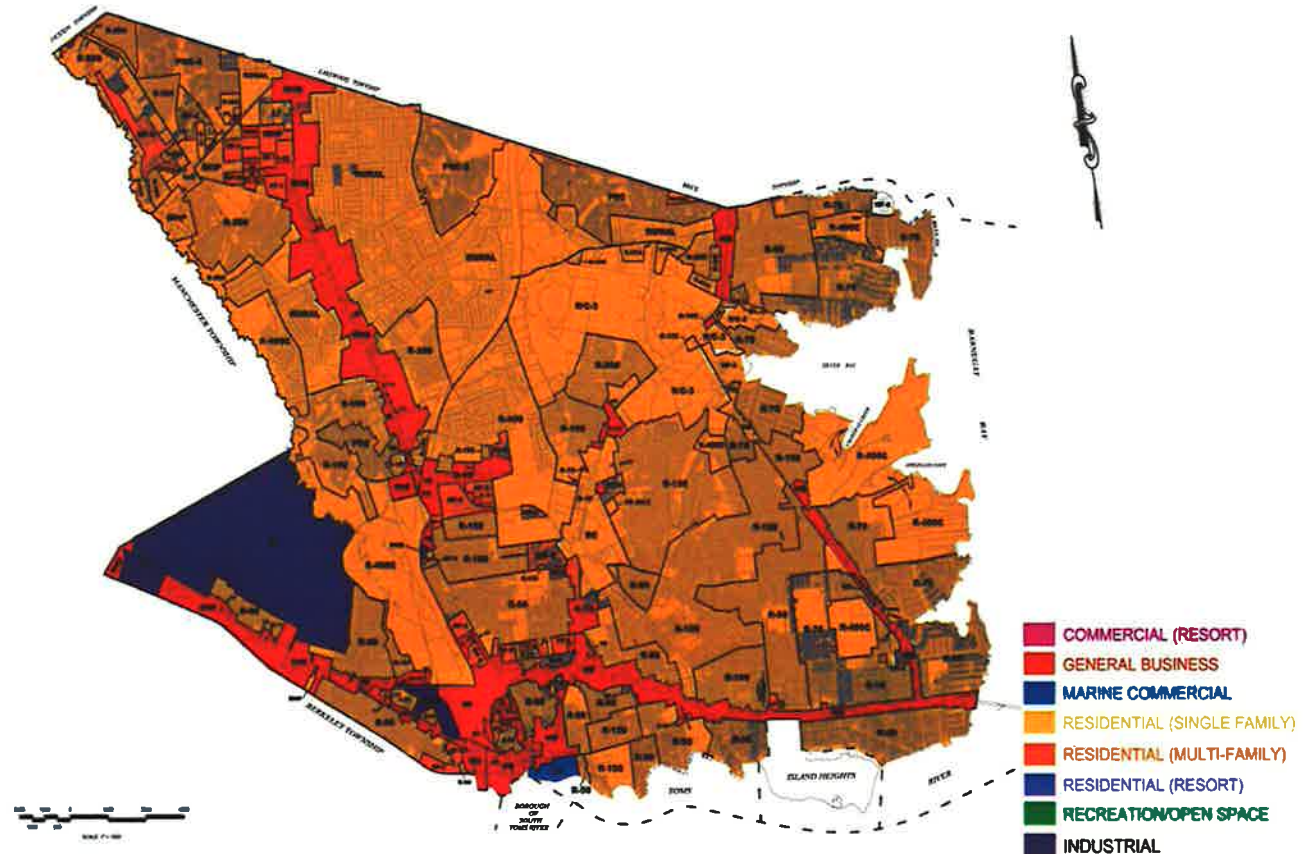
According to the 2000 US Census, the occupational composition of Toms River show that the largest

groups are in management, professional sectors, and office / sales occupations. The industry of the town is mostly in the education/social service sector with the information sector a close second. The median income for a resident of Toms River is \$55,659, slightly above the State average of \$55,146, but more than twice that of Seaside Heights.

Zoning comparisons

The Zoning for Toms River can be confusing, since there are more than 30 different classifications of zones in Toms River due to its size and diverse nature. However, the map clearly shows a mostly residential township, with business districts along the major

Toms River Zoning



roads, and office parks scattered throughout.

Relationship to Seaside Heights

Toms River is home to the main New Jersey artery, the Garden State Parkway, that joins Route 37 and Seaside Heights to the rest of the state and region. Route 37 is classified as a Highway Business district, and the road itself is surrounded by strip malls, big box stores, marine and auto sales businesses, and a few hotels.

Ortley Beach

While part of Toms River Township, Ortley Beach is recognized in the 2000 U.S. Census as Dover Beaches South. Its landmass is comparable to that of Seaside Heights at .6 square miles but its population is 1,594, which is almost half that of Seaside Heights. During

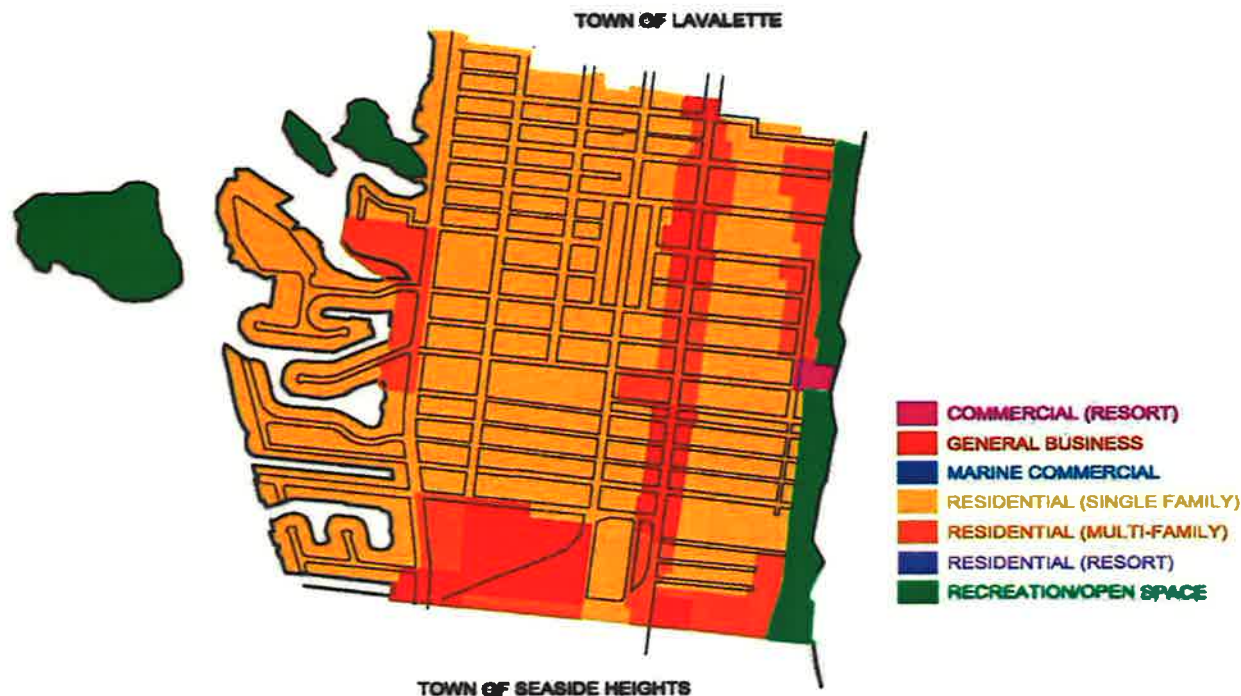
the summer, the population grows to 20,000. The population density of Ortley Beach is 2,568 per square miles. At 49.3, the median age is significantly higher than that of Seaside Heights. Like the rest of Toms River, it is a predominantly white population.

The occupational numbers for Ortley Beach show a similar demographic to that of Toms River because most people who live in Ortley year-round commute to Toms River for work. Retail trade also appears as a large demographic in Ortley Beach, where the median income of \$38,407 is greater than that of Seaside Heights but below the State average.

Zoning comparisons

The Zoning map of Ortley Beach shows a predominantly residential area, with business districts along the major roads, and recreation spaces along the water's edge. Housing density increases

Ortley Beach Zoning



Seaside Heights—Assets

towards the oceanfront, and condominiums are situated closer to the major avenues. Also, building height decreases with proximity to the bay front.

The typical Ortley bayside house is a seasonal one-story bungalow. This is unique on the bayside in that these homes have access to a lagoon in the rear yard, where one can dock a boat. There are some condominium development along the bayfront, most notably a marina resort condominium complex.

Relationship to Seaside Heights

The approach to the beach in Ortley differs from Seaside Heights, where the natural features of the beach are obscured and replaced with a Boardwalk. In Ortley, the approach surmounts the dune in order to minimize the impact on the beach and possible erosion. The Ortley business area houses the A&P, the only super market to servicing surrounding towns. The A&P is situated along the main traffic artery of the island and sits close to the northern border of Seaside Heights. Until it closed, the site was also shared by Acme Market, which was originally located in Seaside Heights on the Boulevard.

Lagoons along the Ortley bayside



Seaside Park

Seaside Park is located directly south of Seaside Heights. It has a landmass of .7 square miles. Its population is 2,263 and swells to 25,000 during the summer months. The Median age is 46.8, and the population density is 3,482 per square mile. Like the other areas in this study, the demographic make-up of Seaside Park is primarily white.

Seaside Park includes a large number of retired individuals, as well as second homeowners. Of those employed, many travel into Toms River for work. Most occupations are in the professional and management field, as well as office work. The median income of Seaside Park is \$45,380, higher than that of Seaside Heights but less than the state average.

Zoning Comparisons

The Zoning map for Seaside Park shows a mostly low density, single-family residential district. The business district is located along an inland portion of Route 35. It contains small stores, most of which close in the winter months. There is parking along the center median. To the north is a small motel and recreational district where Funtown Pier straddles both Seaside Park and Seaside Heights. In addition to metered parking along the east-side of N. Ocean Avenue starting at Porter Avenue, there is a large municipal parking lot running for seven blocks, parallel to the boardwalk, from Stockton Avenue to K Street. Midpoint is a building containing a snack bar, bathrooms and lifeguard headquarters. This municipal parking lot (together with a private parking lots west of N. Ocean Avenue in the north end between Porter and Stockton Avenues), serves the needs of beach-goers and boardwalk customers in the Funtown section. Parking meters continue to run an additional eight blocks south along the east side of N. Ocean Avenue until C Street. Thereafter, parking is free along the remaining 17 blocks of roadway. Unlike Seaside Heights, which east of Central Avenue has parking meters (or leased spaces) throughout the residential and commercial areas, there are no



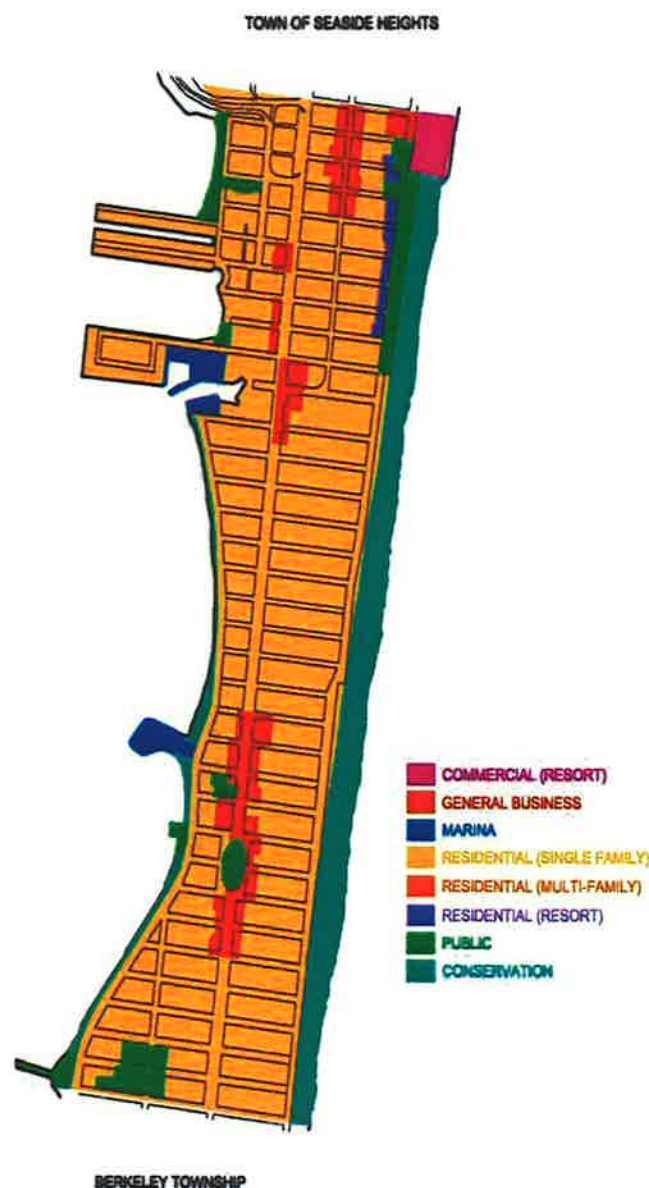
parking meters in the residential areas of Seaside Park.

Seaside Park is in the midst of putting together its own land use plan, and the zoning map here will change. Proposed changes to the map are the change of the hotel district into a multiple use district, and the creation of a multi use zone along Route 35

South of J Street the oceanfront in Seaside Park consists primarily of 2- and 3-story single-family homes (some available for seasonal rentals) sitting directly across the street from the boardwalk. Seaside Park homes in this area tend to exploit the maximum allowed buildable height of 35' to capture desirable ocean views. This contrasts with the majority of Seaside Park houses, which are typically two stories.

Relationship to Seaside Heights

Seaside Park has a more positive image than that of Seaside Heights. It offers bathers a more natural and family-oriented experience. The beach is quieter, Seaside Park also has the advantage of being able to access and use the Bay, while in Seaside Heights the Bay is isolated from the rest of town.



Seaside Park Zoning



Overview

Key Case Studies



Oceanfront at Point Pleasant



Point Pleasant Beach, NJ

Point Pleasant Beach, New Jersey operates as an orderly community which offers diverse activities and a well-defined zoning plan. A self-contained small town by the ocean, Point Pleasant Beach maintains a bustling commercial center as well as vital local industries making it unique for a seaside resort town. A veritable "city by the sea", Point Pleasant demonstrates that a resort town can function as an independent entity without year-round reliance on the tourist industry.

The Borough of Point Pleasant is located on the northern end of the Barnegat Peninsula. Even though it is connected to the mainland, Point Pleasant Beach has a unique relationship to the water that surrounds it on two sides.

The land area of Point Pleasant Beach is 1.7 sq. mi. which is larger than the .6 sq. mi. land area of Seaside Heights.

The year round population is approximately 5500; with the median age of 43. During the summer the population swells to 10 times its year round number. This is comparable to Seaside Heights' year-round population of about 3000, which also grows about ten times in summer.

One advantage that Point Pleasant Beach has over Seaside Heights is in the area of transportation and access. Route 35 gives direct access to the nearby Garden State Parkway, similar to the connection Seaside Heights has along Route 37. Point Pleasant Beach is also served by year-round daily NJ-transit service which takes people from Point Pleasant to the Penn stations both in Newark and Manhattan 18 times each weekday.

The Zoning Plan for Point Pleasant Beach is quite regimented in its divisions of commercial and

residential space. There are two main commercial areas in Point Pleasant Beach. The central business district is characterized by small "mom and pop" type of businesses with a very Middle-American, small town feel. Bustling and year-round in operation, it represents a unique aspect of Point Pleasant Beach.

The second commercial area, along Manasquan Inlet is the Marine Commercial district and is home to an active year-round fishing industry, that operates side-by-side with a string of seafood restaurants along this northern corridor. Other activities include a large marina as well as fishing and party boat excursions. These industries help Point Pleasant maintain year-round economic activity and are essential to the town's self-reliance. Such industries also have the potential to be exploited in Seaside Heights.

The majority of Point Pleasant Beach is occupied by large residential areas, and almost all of it is designated Single-Family Residential. Only a small part of the residential area is given over to a Residential (Resort) designation, consisting mostly of motels. Because of this residential zoning plan, Point Pleasant Beach encourages a less-transient population in the summer, with the vast majority of summer visitors occupying rental houses instead of motels. Finally, there is the Boardwalk and amusements area which occupy the zone designated Commercial (Resort).

Like Seaside Heights a major attraction of Point Pleasant Beach is its boardwalk. The Boardwalk consists of 2 lane commercial areas, and entry points to the beach. Some have characterized the Point Pleasant Beach as being, for better or for worse, a toned down version of the Seaside Heights Boardwalk.

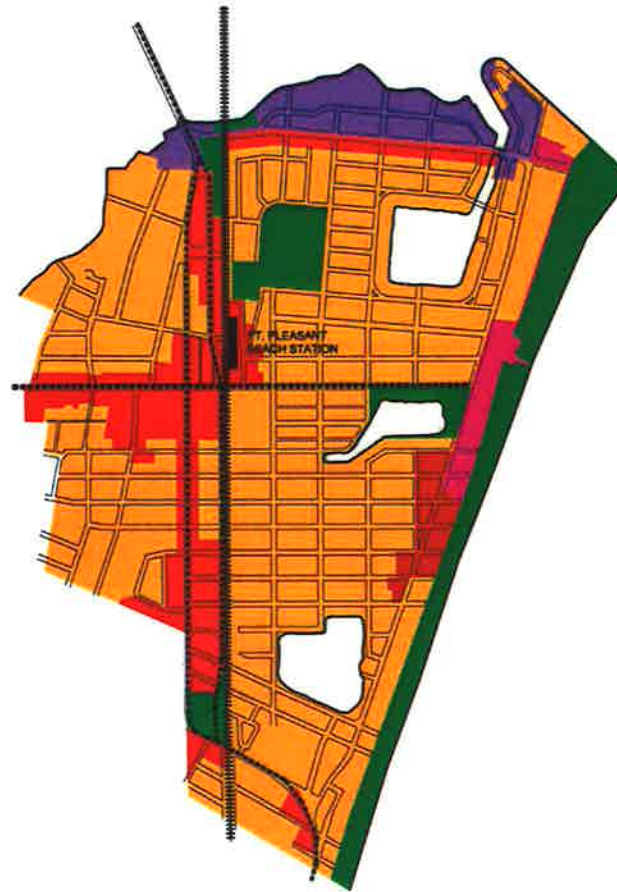
The Boardwalk at Point Pleasant Beach maintains a more subdued and uniform signage and architecture than that of Seaside Heights.

Like Seaside Heights there is an amusement area which



Overview

Key Case Studies



- COMMERCIAL (RESORT)
- COMMERCIAL (GENERAL)
- MARINE COMMERCIAL
- RESIDENTIAL (SINGLE FAMILY)
- RESIDENTIAL (RESORT)
- RECREATION/OPEN SPACE
- NJ TRANSIT
- MAJOR THOROUGHFARE

Point Pleasant Beach Zoning

offers less intense amusement experience, with a great number of attractions directed towards families with young children.

While there is a vibrant nightlife along the boardwalk for older visitors, the venues in Point Pleasant Beach close at 2 A.M a full two hours before the Seaside Heights closing time.

A unique feature of Point Pleasant Beach is the interesting relationship between the boardwalk and residential area. At the northern end of the boardwalk,

the residential area goes right up to the boardwalk, enabling residents to walk directly onto the boardwalk.

As mentioned earlier, the zoning of Point Pleasant Beach is drawn on clear and rigid lines of designation resulting in unique conditions. The density and the pedestrian-friendly nature of this area demonstrate a unique relationship with the beach front. The line of transition is clearly defined as the Boardwalk Commercial area is given over almost immediately to residential.

There is an absence of resort residential structures such as motels and a concentration of single-family residential housing. The sudden transition two disparate zones is effectively buffered by parking.

The clear and effective zoning of Point Pleasant Beach can act as a guide to Seaside Heights in its attempt to deal with its confusing and disorganized stack zoning.



Residential meets Boardwalk





"DOO-WOP" architecture of the
"Wildwoods"

The "Wildwoods," NJ

Wildwood, New Jersey, or as it is better known, "The Wildwoods" can be described as a community with "the right mix." Situated on a barrier island, The Wildwoods are located 90 miles south of Seaside Heights. Its landmass is 6 times that of Seaside Heights and its population is 5 times larger than that of Seaside Heights. Its combined and individual municipalities' population densities are less than that of Seaside Heights.

Wildwood is composed of 4 separate municipalities. The northern municipality is North Wildwood, known for its beaches, fishing & bay side opportunities and

some night activity, it is also known to appeal to an older demographic.

The city of Wildwood, has been referred to as "The New York City" of the island, as it is much more densely populated borough, and appeals to a younger demographic. It contains many of the iconic features of "The Wildwoods", and is known for active beach & night life.

Wildwood Crest, described as the place to go for the 'lazy days' of summer, shares the same beach as the rest of the island, is more family oriented, and has an



Overview

Key Case Studies



City Diagram of The "Wildwoods":
Hard lines represent edges;
Light lines represent paths;
Dashed lines represent districts;
Crosses represent meeting points;
Black dots represent landmarks.

The even distribution of these essential urban ingredients has helped keep The Wildwoods attractive and healthy.

active bay side. It contains most of the family oriented resorts, and contains most of the "Doo Wop Style" motels.

West Wildwood is a small community that contains year round residents, and some rentals. This area is mostly concerned with marina, and bay side activities.

Some of features that Wildwood is known for are its Island Long 5 mile free beaches, Boardwalk and Amusements. It hosts a convention center that can hold 10,000 patrons. It is famous for its architecture.

A key part of the Wildwood's heritage and identity is its Doo-Wop style architecture that started with motels built during the 1950's and 60's. A primary ingredient in the Doo-Wop style motels is its signage, which resonates at other seashore communities. The signage varies from a sign near the building, a sign incorporated with the building, and even the building itself acting as the sign.

The motel type was developed during the mid-20th century in response to the proliferation of the automobile. The motel, as developed in the Wildwood's, allowed for visitor's easy direct access to the motel unit with an office near the entry and few amenities, such as a pool. This exemplifies design that tailors to its audience.

Distinctive "Doo-Wop" Architecture of the Wildwoods

While the Doo-Wop flare helped make the Wildwood's popular, developers looking to build bigger, more profitable hotels have demolished many of these mid 20th century gems. This loss of heritage eventually led to preservation initiatives and a renewed interest in the Doo-Wop style, as can be seen by the recently completed Starluxe motel and the tailoring of corporate logos to the Doo-Wop theme, helping to reinforce the Wildwood's brand.

The municipalities of "The Wildwoods" have a complimentary attitude. This mutual cooperation allows for the existence of multi municipality amenities such as the Trolley system that transports passengers throughout the island. This runs year round, with a much-expanded schedule during the summer. They also market the island as one, instead of 4 separate destinations.

While Wildwood has many positives, it suffers from similar problems that affect Seaside Heights. Wildwood city has a higher per capita crime rate than that of Seaside Heights. It also has a high percentage of the population receiving public assistance.

While these are great concerns, and they have adversely affected Seaside Heights, The Wildwoods image does not seem to be negatively affected. It can be concluded that due to its larger size, municipal cooperation and more diverse abilities Wildwood is better able to compensate for these negatives. "The Wildwoods" are able to hide the problems of "Wildwood".

A city diagram of The Wildwoods has been created in an effort to help understand it better. This diagram divides the island into districts, edges, landmarks, paths and nodes. As can be seen there are 3 main paths that lead from the parkway through the island. The noted landmarks are the water tower, the Amusement pier and the convention center. Also noted are districts, which consist of retail, amusement, and the convention center. Also noted are districts, which consist of retail, amusement, and boardwalk along with the beach, which is one large district. The hard edges of the Island are along the water, there are no real hard edges between municipalities, as the Island operates as one instead of four.



Long Branch, NJ

Like Seaside Heights, Long Branch New Jersey has a history of being a highly respected and visited summer destination, only to see its popularity and traditional demographic appeal decline. Long Branch has a storied and “Grand” history of being the summer vacationing spots of many of our past Presidents. It has fallen on hard times and has recently attempted to reinvent itself in a manner consistent with its historical legacy. Located in Monmouth county New Jersey, Long Branch is a mainland beach which contrasts with Seaside Heights, located 70 miles south, and situated on a barrier island.

Long Branch is approximately 60 minutes driving time from New York City, with year round rail connections to the metropolitan area making it easily accessible by both public and private transportation. This factor may contribute to Long Branch being more of a year round community than Seaside Heights.

Compared to Seaside Heights, Long Branch has a year round population of almost 10 times that of Seaside Heights. It also has a landmass of 6.2 square miles as compared to Seaside Heights’ landmass area of .6 square miles.



Long Branch During The Golden Age



Woodrow Wilson at the “Summer Capital ”

During the late 19th century with the Presidents vacationing there, Long Branch became the “Summer Capital” of America and entered its Golden Age. Filled with the summer home of millionaires, celebrities, and performers, Long Branch was a community filled with luxurious waterfront mansions and hotels.

The beach front during this period featured a steep drop of approximately 20 feet which allowed the fine mansions and hotels to have breezy porches from which to enjoy the views of the Atlantic Ocean. This steep drop between the beach and the rest of Long Branch became known as “The Bluff”

In 1870 Monmouth racetrack opened and was an instant success. Wealthy gamblers flocked to the city from New York and Philadelphia to wager on the horses and stay in the Ocean front ultra luxury hotels.

The first iron pier in Long Branch was constructed in 1879. Massive steam ships made 2 trips a day, seven days a week from New York City to Long Branch, opening up to a new group of patrons known as day trippers. Although Long Branch had already been in decline since the outlawing of gambling in 1897 and the closing of Monmouth Racetrack, the final Presidential visit of President Wilson marked an end of the era of



Key Case Studies

glamour for Long Branch.

From the 1920's on Long Branch became more of a traditional Jersey Shore resort town. It became a town for the masses with traditional amusement piers. It developed a nice main street shopping district along Broadway, however the glamour associated with the Presidents and the elite were long gone. By the late 1960's organized crime had settled in Long Branch. Buildings became run down, houses became shabby, and many locals had to depend on welfare.

The symbolic climax of Long Branch's decline was when the Long Branch Pier met its demise on June 8th, 1987 when a fire destroyed most of the pier and the surrounding businesses. The amusement pier was never rebuilt and the remaining property was left to decay.

During the 1990's the city of Long Branch set out to create a master plan to redevelop the city. The Master Plan designated series of Redevelopment Sectors with different unique goals for each sector of both historic legacy and civic consensus. These sectors are as follows;

Broadway Center, which was supposed to begin development in the second quarter of 2006, is a mixed use residential-retail-entertainment project. It will spur the revitalization and renaissance of the Broadway Corridor and Long Branch's downtown.

Pier Village Redevelopment sector located on the site of Kid's World Amusement Park & Pier calls for developments filled with shops and restaurants, with ocean-view apartments. The plan also calls for a new pier to be built with ferry access to New York City.

Taking its name from the historic "Bluffs" of Long Branch's Golden Era, The Bluffs at Beachfront North sector feature 100 town homes.

The Hotel Campus area of the redevelopment plan includes the premier Jersey Shore hotel resort between New York and Atlantic City. The existing hotel has over 250 rooms and hosts weddings and conferences.

The Broadway Gateway Redevelopment sector was designed to be a gateway between the Broadway Center and the Ocean front.

The Beachfront South Redevelopment sector, which is supposed to be 350 mid-rise luxury condominiums, has faced major opposition from existing home members whose houses were to be seized by the use of eminent domain. There have been many lawsuits and legal challenges to this and many portions of the redevelopment plan.

Long Branch Pier—June 8, 1987





Ocean City—along Atlantic Ave

Ocean City, NJ

While Ocean City, New Jersey is a tourist destination with a successful boardwalk, the town offers many other elements which add to its family friendly atmosphere and viability as a livable community with a good sense of identity. It does not try to be everything for everyone. Ocean City is a town with a beach, not a beach town.

Ocean City is also a barrier island. While it is considerably larger in geographic size and population than Seaside Heights, it is less densely populated. A dry town with a median age of almost fifty, Ocean City attracts a very different crowd.



Overview

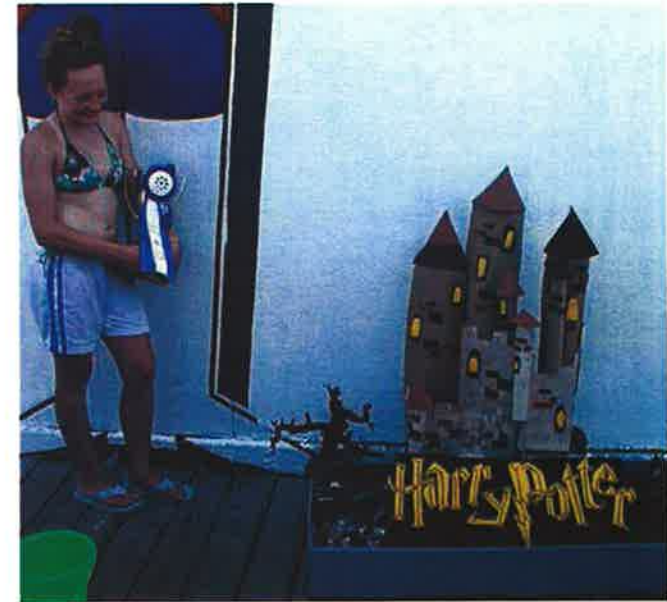
Key Case Studies

Ocean City is reached primarily by Exit 30 on the Garden State Parkway, leading to route 52 through Somers Point and over the bay on a long bridge. The road leads through the downtown area giving each visitor a taste of the islands has to offerings. The boardwalk serves as the terminus of the main road.

Ocean City's boardwalk is open to the Atlantic with businesses fronting the land side. Various modes of traffic on the boardwalk have designated lanes dividing pedestrians, runners, surreys, and bikes. A prominent feature of the boardwalk and city is the music pier projecting out onto the beach.

The Music Pier reinforces Ocean City's demographic appeal. The schedule of acts this season and list of celebrities who have previously appeared at the music

Music Pier



Ms. Crustacean Pageant

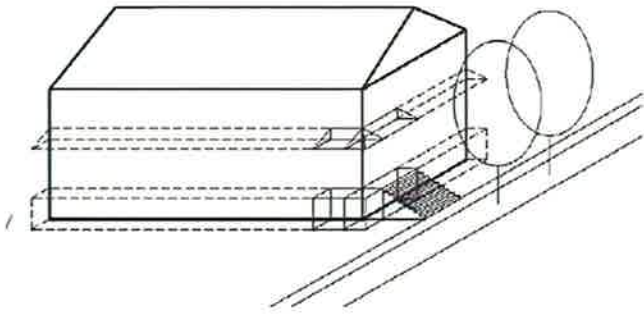
hall cater to a more mature demographic. For example, Broadway singers, the Ocean city Pops, Ocean cities 'own' 3 tenors, Joel Grey and Shirley Jones have all taken the stage on one or more occasions.

Ocean city is also home to a long list of year round festivals. Some more unusual than others like the Mss Crustacean Pageant, add diversity and flavor to the annual car shows and hay scheduled seasonally. All events are family entertainment.

Ocean City has its zoned retail and business district adjacent to the boardwalk. A few other low density business zones are near other entries to town. There are several open spaces, recreation and municipal areas spread throughout the island amidst the medium density single family housing.

Ocean City offers hotels, motels and rentals, along with bed and breakfasts, which many tourist find appealing and contributes to the quaint feeling of the town.





Zoning requirements showing the minimum requirements for porch / balcony depth and street trees. Such codes contribute to an attractive, inviting and consistent streetscape.

One example of how the borough maintains its image is the code requirement of porches on street frontages with stairs approaching the property line. While there is a minimum porch depth, many extend well beyond. Two street trees are required on most properties.

The porch code results in an interesting relationship between inside and out, providing a feeling of security, suggesting 'eyes on the street.' The presented images and diagrams are a few examples of how well developed the inside outside relationship of a variety of buildings in Ocean City are through their use of porches, balconies, and open interiors. Bed and Breakfasts, Multi-family Residential, Hotels and Cafes each maintain these characteristics.

The typical residential block layout of Ocean City tends to be regular and dense. Many blocks have alleyways for garbage pick-up, suggesting an opportunity for off-street parking opportunities. Compared to the more irregular residential blocks at Seaside Heights, Ocean City's character is more easily recognized.

While summer tourism is a major part of Ocean City's economic engine; there are restaurants, grocery stores, pharmacies, churches and other religious buildings, which help to make Ocean City a livable year round community.



Implementation

Access: Borough & Branding



Seaside Heights is renowned for its colorful boardwalk signage and vendors

Boardwalk amusements are a primary attraction with larger rides acting as beacons, landmarks which are visible for miles, day and night



Strengths and Weaknesses

How Seaside Heights physically connects to and projects its public image onto the neighboring communities and the region - is one of the more important aspects of the Vision Plan. In some ways, the quality of Seaside Heights "Access" is high.

The community occupies a strategic geographic location, welcoming most vacationers to the Barnegat Peninsula and serving as a gateway to the Jersey Shore. Upon entering Seaside Heights, prominent and unusual vertical structures welcome visitors and are visible from across the bay. Two primary examples of these vertical "signs" are the water tower and the Ferris wheel. These features are unique for a shore resort town and should be exploited, as will be discussed below.

Seaside Heights also has a brand name that is well known locally as well as regionally. For decades and through multiple generations, Seaside Heights has been known as a shore town amusement resort. The durability of the "brand" is remarkable and can be improved or reinforced through traditional marketing efforts as well as marrying brand management strategies to infrastructural improvements, as discussed below.

There are also weaknesses concerning the quality of



Entry across the Bay Bridge can be confusing and unclear

access to Seaside Heights. Entering the municipality of Seaside Heights, via the bay bridge, presents an immediate problem. As visitors enter Seaside Heights, the stimulating view of vertical landmarks and amusements is quickly dulled by a confusing series of signs and exit ramps. The situation is exacerbated by banal signage, which does not do enough to distinguish proper entry into Seaside Heights, direct visitors to key parts of town, or capture the unique spirit of amusement found in Seaside Heights.

Another problem facing access to Seaside Heights is the present configuration of Route 35, which bypasses much of the town and deprives Seaside Heights of potential visitors. On a given summer day, Route 35 handles up to four times the number of vehicles as Central Avenue, one of the two main north / south routes serving Seaside Heights. This disparity is noteworthy in that it reflects the large amount of potential visitors diverted away from Seaside Heights' once active central business district.

Another unfortunate aspect of Seaside Heights' current traffic configuration is the way in which it creates a physical barrier between the town proper and its bay front. Route 35 literally cuts the town off from its second most valuable geographical asset the quiet beach and shallow waters of the bayside. A high speed thoroughfare, route 35 presents a formidable and hazardous obstacle to reaching the bay front by both foot and car.

One manifestation of the problem appears west of the elementary school on Bay Boulevard in between Kearny Ave. and Fremont Ave. In most years, crossing guards near the school have been utilized during the summer months to tame traffic flow along the Route 35 bypass to allow pedestrian access to the bayfront. Similar use during the summer of crossing guards has been used along Route 35 in various municipalities north of Seaside Heights. However the situation of crossing to the bayfront over the north/south Route

Implementation

Access: Borough & Branding



The water tower is a recognized landmark that should be exploited



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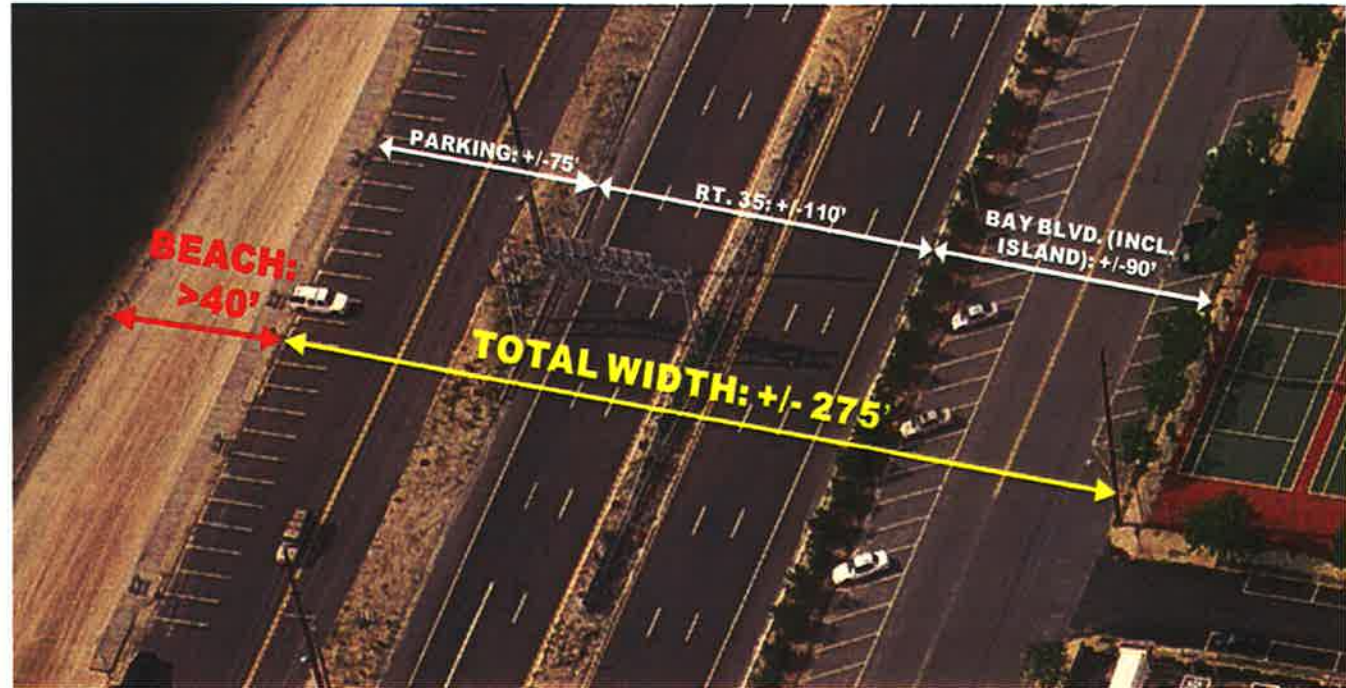
Implementation

Access: Borough & Branding



Diagram of Route 35 illustrating re-routing of traffic around the heart of downtown

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Current conditions along the bayside north of Grant

35 bypass is far more serious a situation in Seaside Heights, than in communities to the north.

It should also be mentioned that the westernmost part of Seaside Heights, to the northwest of the town, is so completely cut off from the rest of the community that vehicles must leave Seaside Heights, and enter Ortley Beach to the north in order to then access this corner of Seaside Heights.

Multiple arteries and paved parking areas blight the west edge of town creating a "no man's land" of traffic ramps, medians and empty lots. Subsequently, the bayside remains little utilized. As a result, the bayside of Seaside Heights is almost literally paved over, with relatively little space left of bayside activities or development.

Opportunities

Opportunities to alleviate the current problems:

- Multiply modes of access to unclog roads
- Reintroduce traffic to commercial district to promote business
- Improve access to the bayside and increase ratables
- Reduce west side parking to redefine and green for visitor/pedestrian benefits
- Use better signage to improve traffic flow and burnish the Seaside Heights brand

Proposals:

Strategy 1 : Greening of the West Side Arteries

Strategy 2 : Taming 35

Strategy 3 : Restoring Bay Boulevard

The Vision Plan offers three separate strategies to remedy the current problems. The first of these "The Greening of West Side Arteries" is the least aggressive and, therefore, perhaps the most easily realized. The second, "Taming 35" is specifically concerned with traffic calming methods. The third and most ambitious strategy, "Restoring Bay Boulevard," represents the most dramatic departure from the current conditions.



Implementation

Access: Borough & Branding

Precedent :
West Side Highway, Manhattan, uses clearly delineated multiple lanes for automobile, pedestrian and bicycle uses. It also incorporates well-detailed, planted medians.

Implementation

Access: Borough & Branding

Strategy 1 : Greening of the West Side Arteries

Overview

The goals of "Greening of the West Side Arteries" are as follows:

- Narrow paving by streamlining the roads and parking. This will create more space for public use.
- Use traffic calming measures to improve access to the borough and the underused bayside.

A useful precedent is West Side Highway in New York City, where the pedestrian crosswalks and traffic-calming measures have improved overall safety and brought new and varied activity to the west side of Manhattan. Careful landscaping and "greening" have played an essential role in creating a more welcoming riverfront.

Central features of "Greening of West Side Arteries" are:

- **INCREASED GREEN SPACE**- achieved through a reduction of parking areas on Bay Boulevard.
- **NEW CROSSING LIGHT**- for traffic-calming at the existing primary school and enabling pedestrian access to the bayside
- **NEW BIKE PATH**- encouraging bayside activity and connections to communities north and south.

KEY



Existing Bay Boulevard at Grant Avenue and the proposed plan, showing the increased green space including bike path and pedestrian way.



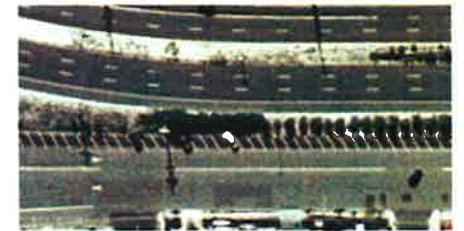
Implementation

Access: Borough & Branding

Strategy 1 : Greening the West Side Arteries



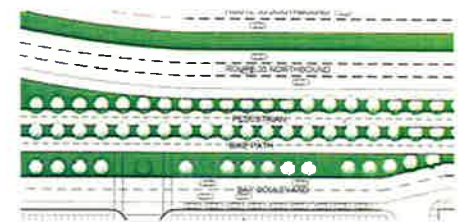
Bay Boulevard Today



Present Bay Boulevard at Grant Avenue



Proposed Bay Boulevard



Proposed Bay Boulevard at Grant Avenue



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Implementation

Zones, Streets and Buildings

- Grid
- Gradation
- Brand



NJIT studio interpretation of existing Seaside Heights zoning map

Opportunities

First is distilling and clarifying the existing uses so that neighborhoods and districts are better defined and complement, rather than conflict with, one another. Second, restoring the street wall and improving streetscapes are relatively easy ways to improve the image and quality of life in town. Finally, more closely defining how buildings interact with the street can improve the image of a given neighborhood or district.

There are notable examples of zoning, streets and buildings within Seaside Heights, as well as in other shore communities like Ocean City and Point Pleasant, New Jersey, and Key West, Florida. The Vision Plan seeks to adopt the better attributes of these and other examples.





Example of non-uniform setbacks in Seaside Heights

Zoning Issues that need to be addressed in Seaside Heights :

- Conflicting Uses
- Secondary Structures
- Setbacks
- Vacant Lots
- Parking



Precedent:
Ocean City, NJ, where the communal street front is clear and well-maintained



Precedent:
Key West, FL, where the plantings, bike racks and second story setbacks produce a lively, inviting streetscape



Dark spaces represent gaps in street walls, typical to Seaside Heights

Implementation

Zones, Streets and Buildings

Implementation

Access: Borough & Branding

Strategy 1 : Greening of the West Side Arteries



Period postcards from the last century present a unique and nostalgic view of Seaside Heights

Branding

Branding goals include carrying the power of branding from the ocean side, where it is most prevalent, to the bayside, where it is non-existent.

The heyday of the borough, from the mid - to late - 20th century, featured its own, more innocent color tinted branding, as seen in period postcards.

- Strategic locations for great new signage opportunities.
- Alternative views of a new and memorable entrance into Seaside Heights.

Signs placed along the road out of the community can reinforce the brand of the town by showing memorable Seaside Heights images.

- The Seaside Heights water tower is the most obvious signage opportunity for signaling arrival to Seaside Heights visitors. It should be used to define and celebrate the essential character of Seaside Heights.

Memorable Entrance

Artistic Exit

Exploit Water Tower

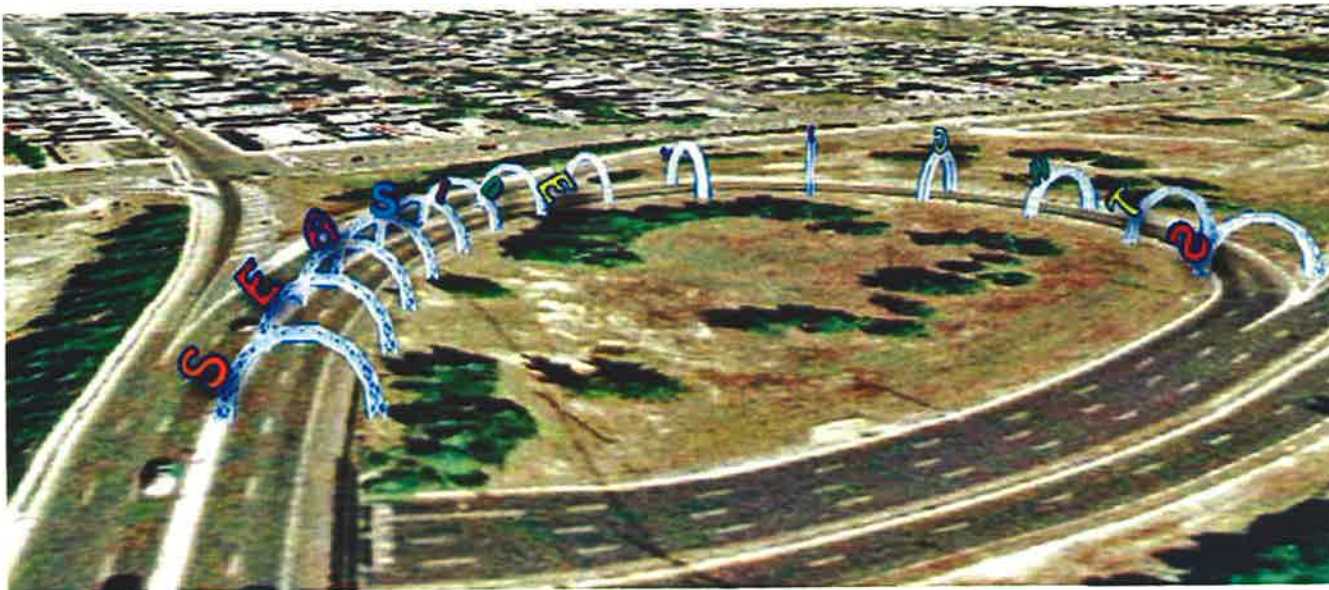


"Postcard Billboards": A memorable way to exit Seaside Heights

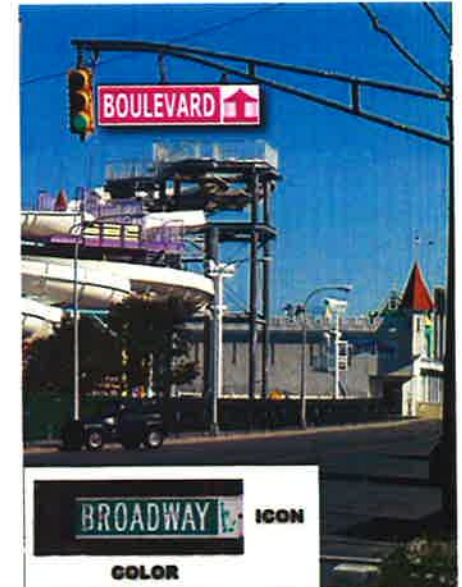


Existing landmarks have the potential of transferring positive Oceanside branding to the bayside. These renderings show how paint and light can rebrand the water tower.





Creation of a memorable entrance sequence will help to improve borough branding and correct the current confusion at Seaside Heights' vehicular entry.



The signage of great cities like New York can be looked on as a precedent for more common street signage in Seaside Heights. Using the historic carousel as an icon, and adopting a bold color scheme, this proposed street sign sends a specific festive message.



Implementation

Access: Borough & Branding

Strategy 2 : Taming 35



West Side Highway/ Hudson River Park

Overview

The second proposed strategy, "Taming 35" is a somewhat more aggressive approach and would therefore take a longer period of time to realize.

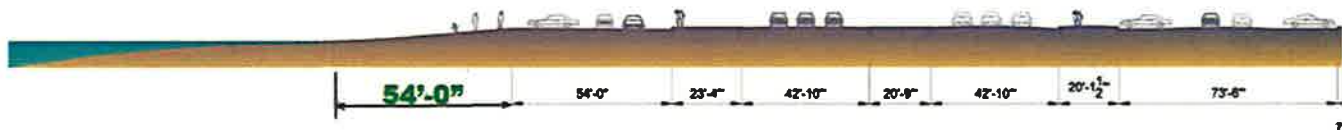
The goals of "Taming 35" include:

- The addition of entry and exit points.
- Streamlining of roadways, crossings and parking to create more public use space.
- Slowing of traffic along with stronger branding to create a busier Boulevard commercial district and improve bayside access.

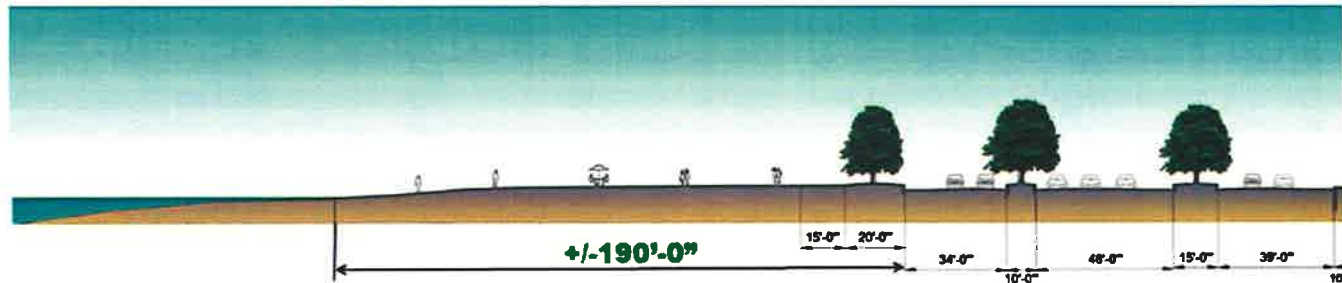
Again the West Side Highway/Hudson River Park serves as a precedent for this strategy. Where a busy roadway (West St./Route 9) was successfully tamed, opening up the Hudson River riverfront to pedestrian access and waterfront activity

Key aspects of "Taming 35" are as follows:

- **MODIFYING OF EXISTING SOUTHBOUND 35 BYPASS**-Increasing Boulevard commercial activity by redirecting north- south traffic along Bay Boulevard.
- **INCREASED GREEN SPACE**- Achieved by a reduction of parking areas on Bay Blvd.
- **NEW TRAFFIC LIGHT** - This traffic-calming measure, offers an additional point of entry into Seaside Heights, and creates safe pedestrian access.
- **NEW TRAFFIC CIRCLES** - Assisting in both traffic- calming, and activation of the Hierarchy Ave. east/west axis to the far west side of the borough and bayside.
- **WATER TAXI SERVICE** - Creating a viable alternative to private automobile transportation into Seaside Heights, alleviating congestion.

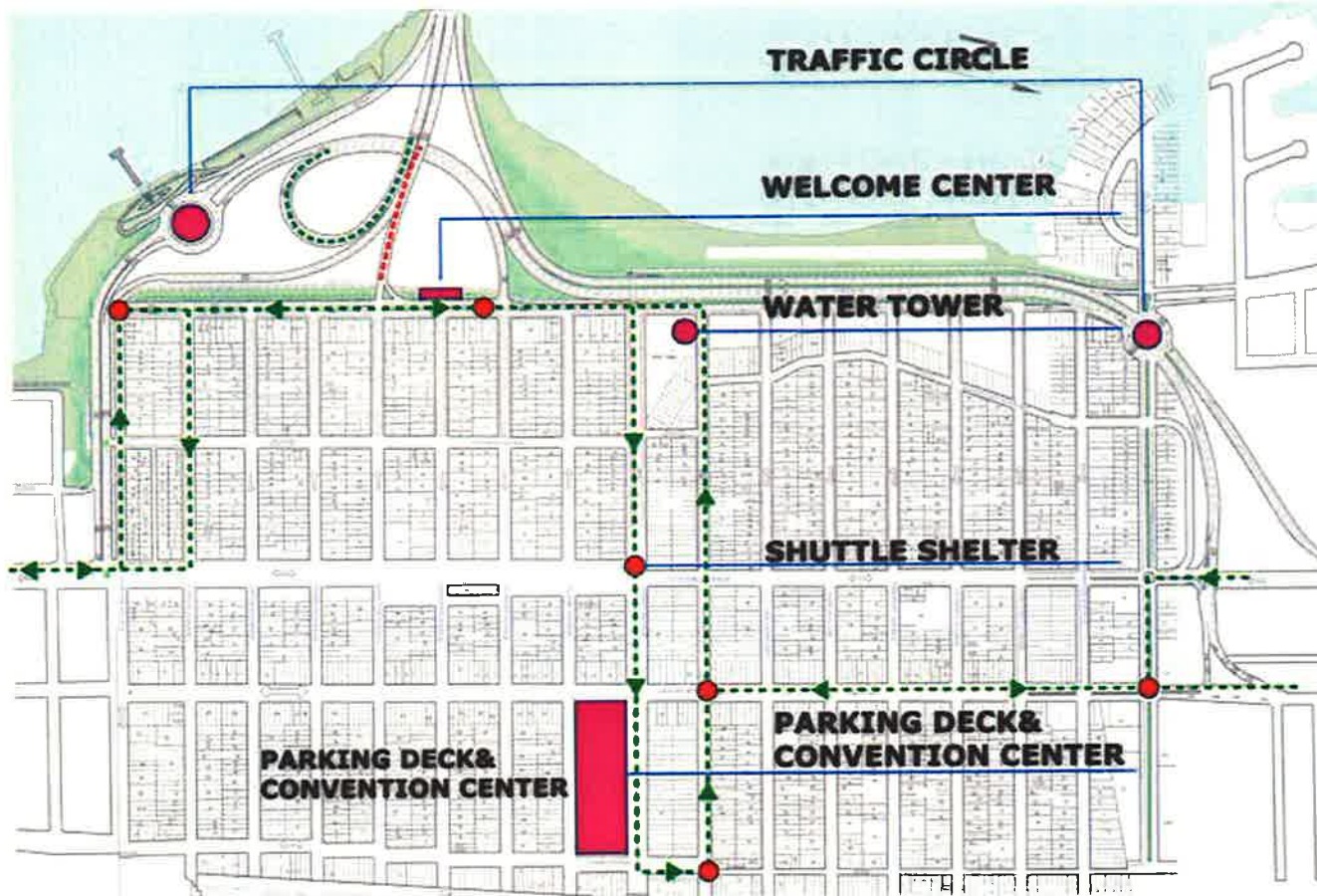


Present conditions on the Bayside



Sectional view demonstrating the additional land reclaimed by moving Route 35 and condensing Bay Blvd.





Plan diagram showing how a shuttle bus can connect existing and proposed landmarks and facilities, and assist in the reduction of local traffic

- **SHUTTLE BUS SERVICE-** Additional transportation alternative that would connect the Oceanside with the bayside, water taxi and a new 800-space;
- **PARKING—DECK/CONVENTION CENTER-** located at Grant and Boulevard.
- The new south bay and Porter Avenue area would contain the following additional features: Water

Taxi service, a traffic circle at the proposed ferry terminal, a newly greened Bay Blvd, and a bike path which could be allowed continued access by placing a traffic light at the intersection of Porter and Barnegat Avenue. Note the increased green space achieved by condensing the entrance/exit ramps and the elimination of the southbound 35 bypass.

- The placement of a traffic circle at the intersection of Hierung Avenue and Route 35 would establish an east-west axis, enabling access to the westernmost area of Seaside. Greening measures at key



Implementation

Access: Borough & Branding

Strategy 2 : Taming 35



The water tower can be transformed with a painted chain-link "veil"

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intersections will also be utilized as signage and branding points.

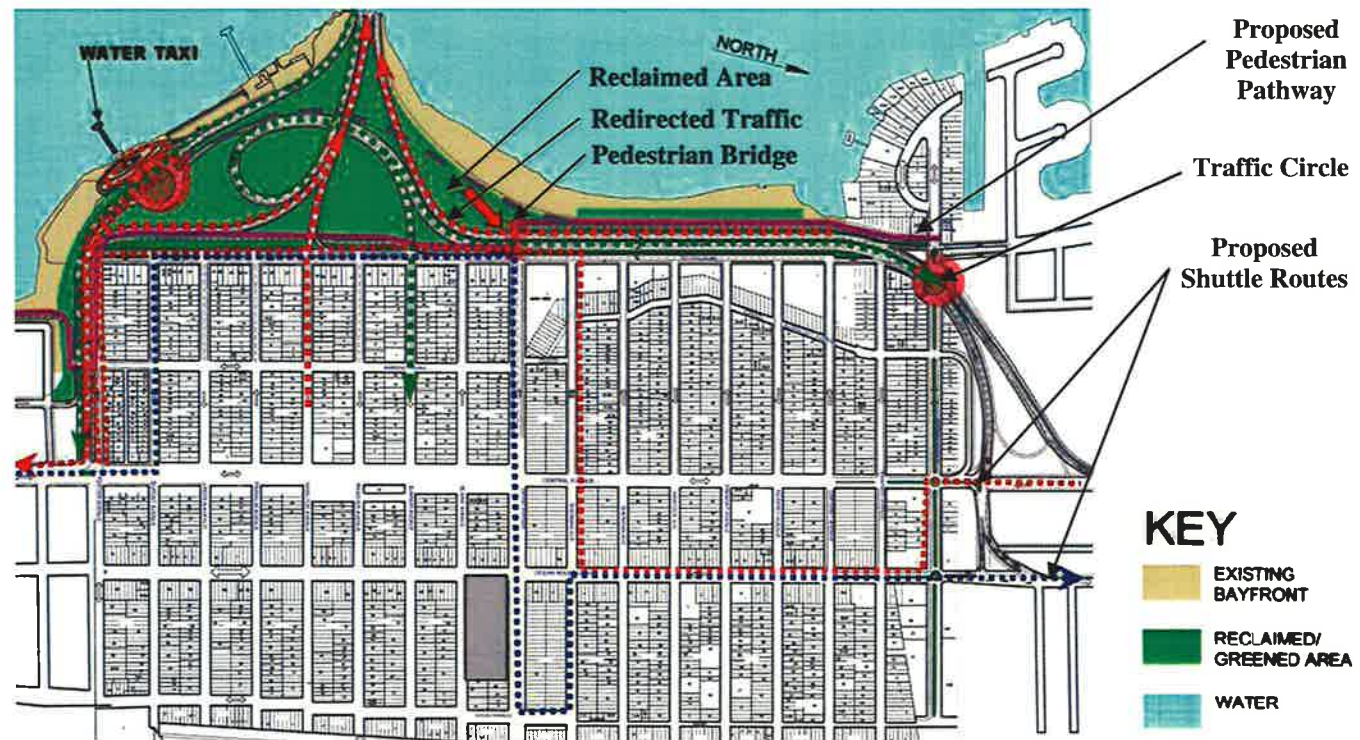
- The proposed water taxi route would include several stops for greater access.

Starting in downtown Toms River, the service would make the following stops:

- Toms River South
- Island Heights
- Bayville, and would terminate at
- Porter Avenue

Branding

Branding precedents for the possible shuttle bus service and convention center can be found in Stratford, UK, and the Wildwood convention center.



Seaside Heights with a "Tamed" Route 35

- Potential signage/branding points include a proposed welcome center at the existing interchange of Route 35 and Route 37, two new traffic circles to the north and south of the bayside, shelters for the proposed shuttle bus stops, and the parking deck/convention center.
- The new welcome center located at a key entry point into town will include additional parking, and shuttle bus service to the Oceanside.
- Elaborate signage opportunities for the existing water tower, creating a more memorable iconic image for the Seaside Heights brand.
- The parking deck and convention center which will provide access at the very center of town, at the intersection of Grant Avenue and Boulevard, a block away from the boardwalk.
- Traffic circles offer unique opportunities for greening and signage.



New welcome center and parking area on the bayside



Example of enhanced traffic circle design



Proposed convention center and parking deck



The water tower : a municipal "attraction"



Implementation

Access: Borough & Branding

Strategy 3 : Restoring Bay Boulevard

Overview

The central aspect for the third and final access strategy, "Restoring Bay Boulevard", is the reuniting of the bayside and Seaside Heights. Images from the "glory days" of the Seaside Heights of the 1940's and 1950's, help to develop a clear image of Seaside Heights before the interchange was constructed. The intimate relationship the bayside once had with the fabric of the rest of the town can be seen in period postcards. For 50 years, Seaside Heights has been deprived of its second greatest geographical asset: the bayside.

In "Restoring Bay Boulevard" we looked for a way to reintegrate the bayside with Seaside Heights, without completely compromising the concerns of the Department of Transportation regarding the present traffic configuration.

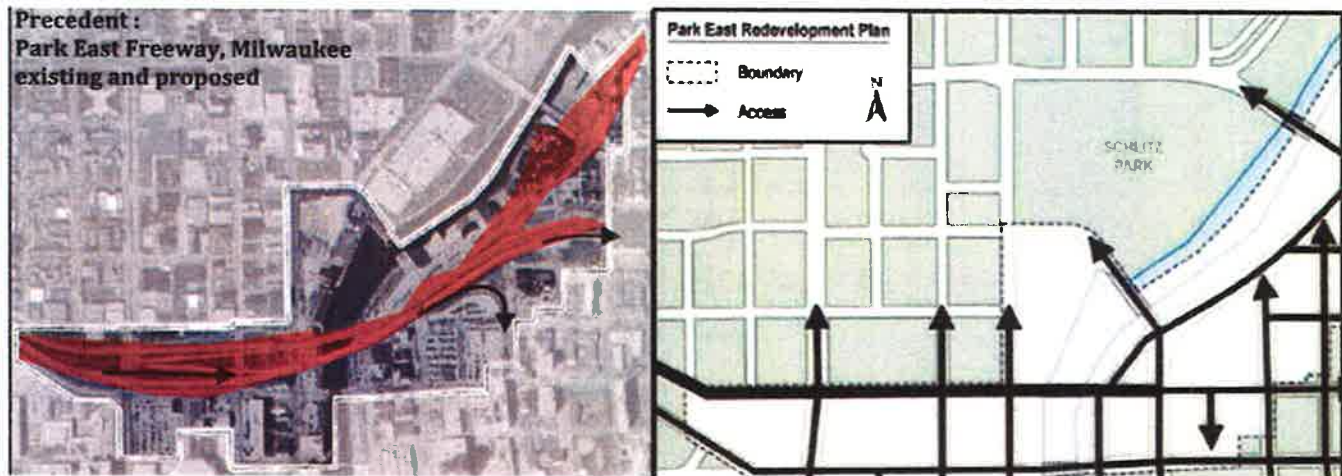
Successful precedents in which a busy traffic interchange was successfully eliminated for the benefit of the community, such as the Park East Freeway in Milwaukee, demonstrate a viable trend in current planning. The Park East Freeway in Milwaukee involved freeway removal and restoration of the street grid.



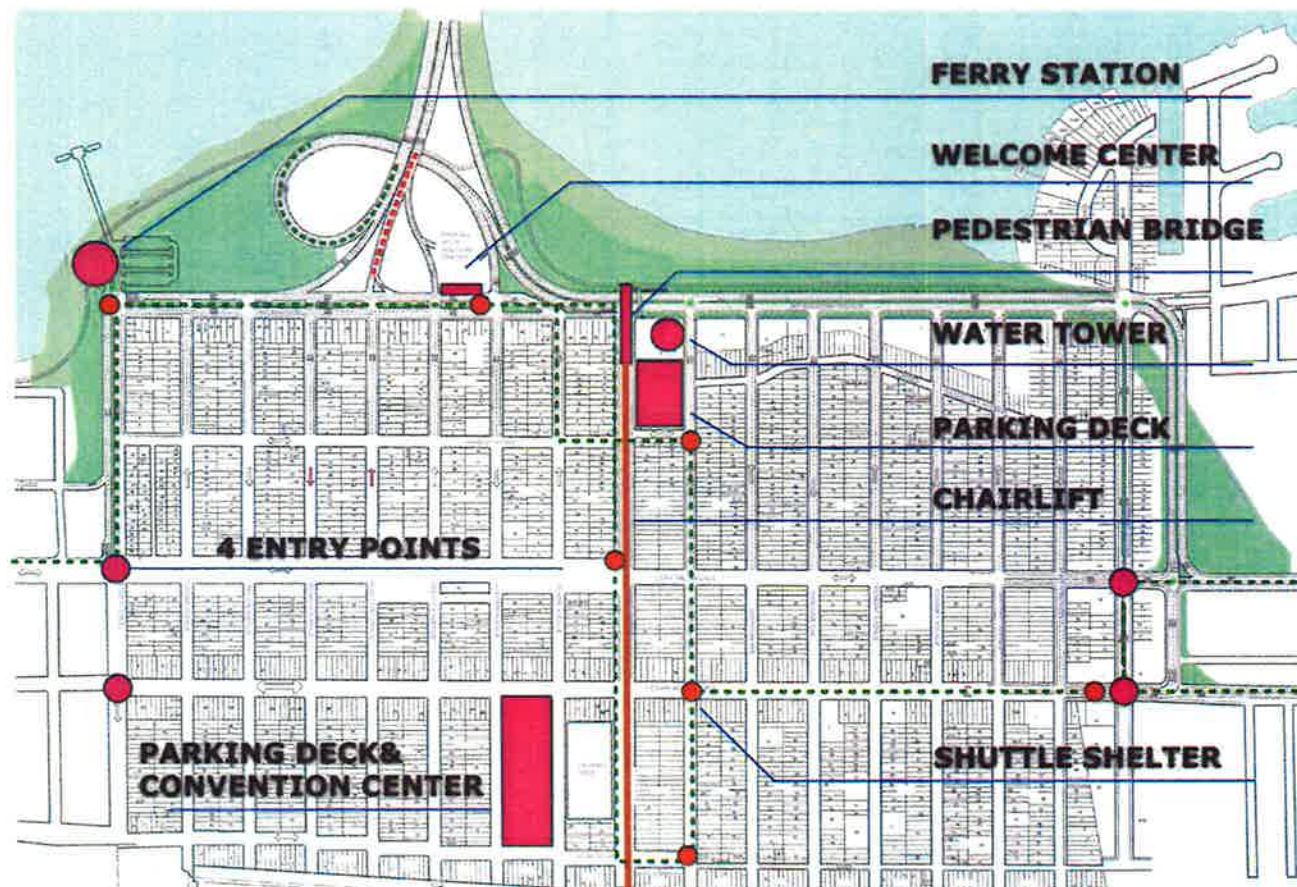
Harbor Drive in Portland, Oregon. Demonstrates successful reclaiming of waterfront space, and redirection of traffic arteries.

Harbor Drive in Portland is another example, where an entire *artery* was successfully eliminated along the Portland riverfront, opening up a huge green space for a variety of pedestrian and waterfront activity.

**Precedent:
Park East Freeway, Milwaukee
existing and proposed**



Strategy 3 : Restoring Bay Boulevard



Plan diagram of "Restoring Bay Boulevard" demonstrating how increased alternate transportation and redirection of traffic can transform Seaside Heights' character and vastly increase beachfront

Key features of "Restoring Bay Boulevard" include:

- 3 NEW TRAFFIC LIGHTS AND A PEDESTRIAN BRIDGE- allows maximum access to the bayside and re-establishes the street grid
- MULTIPLE ACCESS POINTS - disperses traffic more evenly throughout the town.
- NEW PARKING DECKS- one near the bayside, and another combined with the convention center.
- SHUTTLE BUS SERVICE - Transportation alternative that would connect the parking decks

with the Oceanside and bayside as well as the proposed;

- WATER TAXI SERVICE - Creating a viable alternative to automobile traffic into Seaside Heights
- NEW BIKE PATH- located at the interchange underpass of the now-eliminated bypass.
- "SKYLIFT" DOWN GRANT AVE.- connecting the bayside parking deck and pedestrian bridge with the Oceanside.

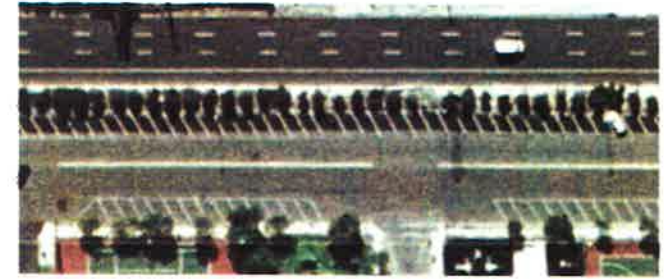
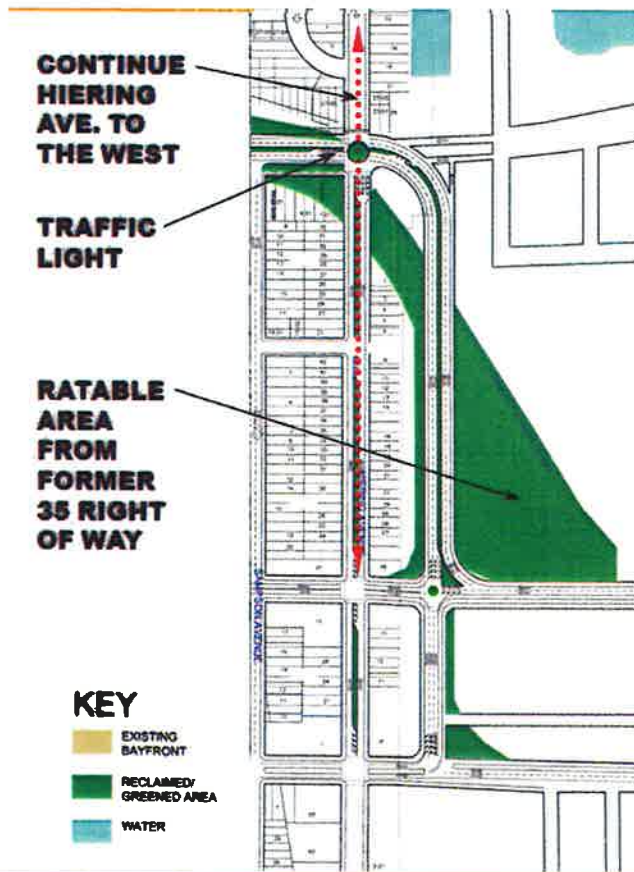
Implementation

Access: Borough & Branding

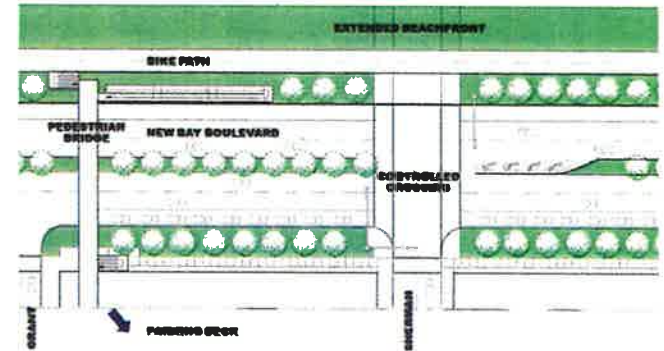
Strategy 3 : Restoring Bay Boulevard

Looking at the southern end of Seaside Heights, "Restoring Bay Boulevard" proposes the elimination of all current entrance and exit ramps, creating a large amount of green space. Traffic will be redirected to a widened Porter Avenue; a traffic light at the intersection of Porter and Bay Boulevard will provide bay access to the proposed ferry terminal.

Hiering Avenue will witness the most dramatic change. "Restoring Bay Boulevard" calls for the complete elimination of the current Route 35 configuration, establishing a new east/west route north of the newly opened Hiering Avenue east/west axis, reflecting the existing street grid. This will result



Present condition at Bay Boulevard and Grant Avenue showing a vast amount of ill-defined space



Proposed changes resulting in additional green space and a deeper beachfront

in large areas of reclaimed land in neighboring Toms River Township, which can be used as ratable areas and a means of enticing the neighboring town's cooperation.

Branding

Branding Applications for "Restoring Bay Boulevard" are similar to "Taming 35" with the addition of:

- Four main entry points at the north and south of town, which can be used for particular welcoming/exit signage
- Pedestrian bridges
- East/ West "Skylift" on Grant Avenue



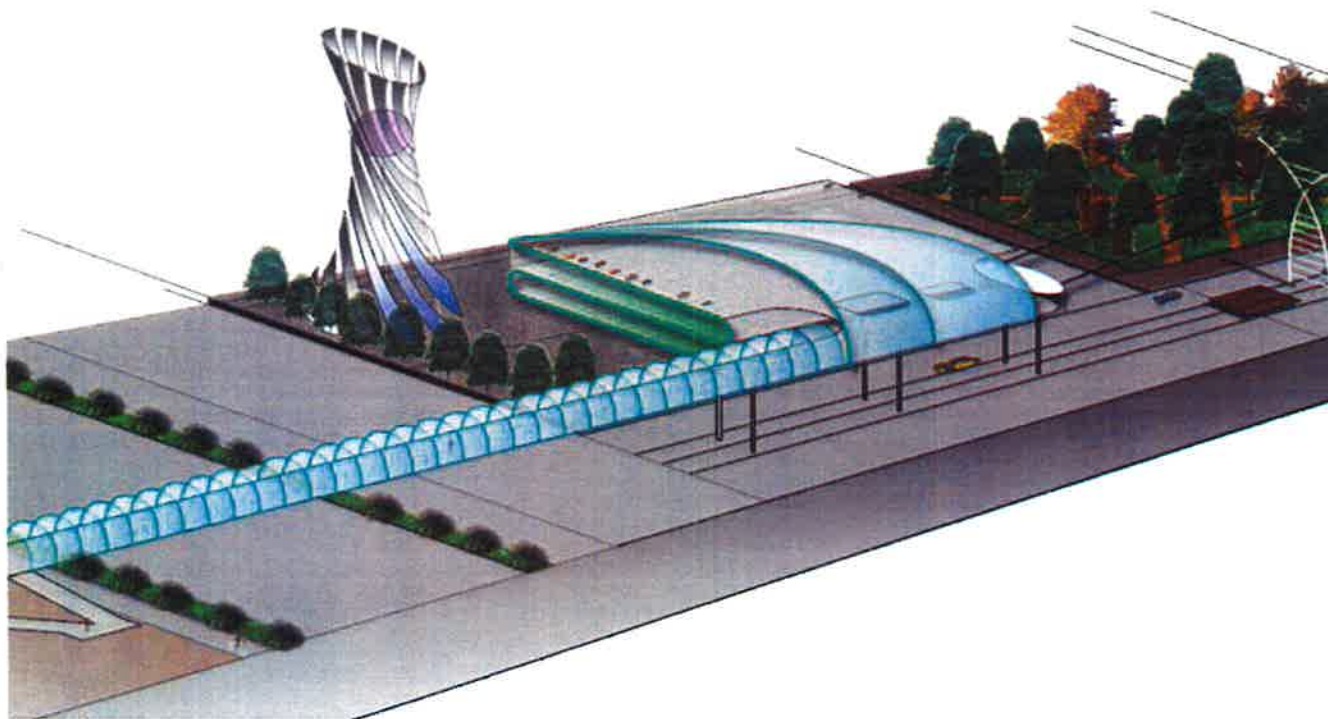
Implementation

Access: Borough & Branding

Strategy 3 : Restoring Bay Boulevard



Longitudinal section along Grant Avenue showing the new elements of "Restoring Bay Boulevard", particularly the chairlift down a proposed center median of Grant Avenue.



Enlarged view of street section showing a new water tower design, proposed bayside parking deck, and the connection walkway between the proposed pedestrian walkway over Bay Boulevard, the parking deck and the chairlift.

Implementation

Access: Borough & Branding

Strategy 3 : Restoring Bay Boulevard

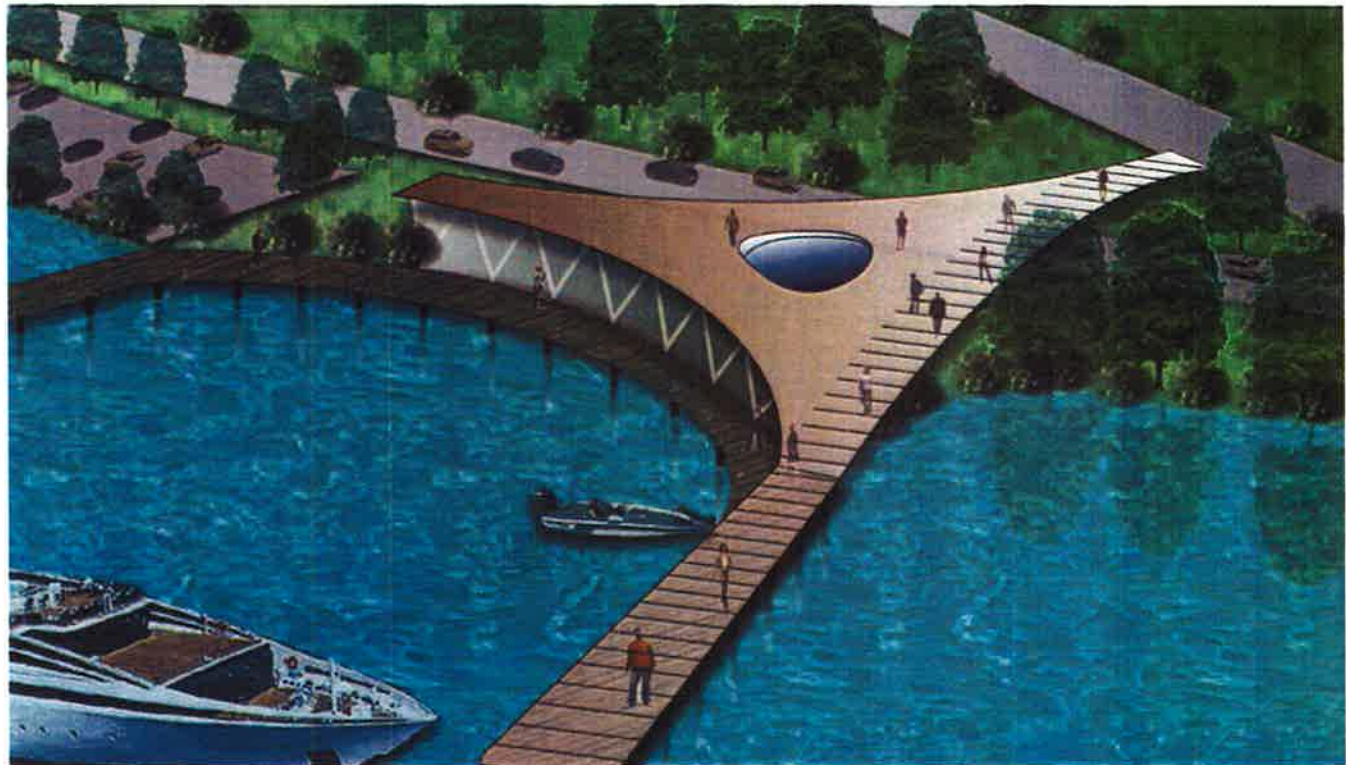


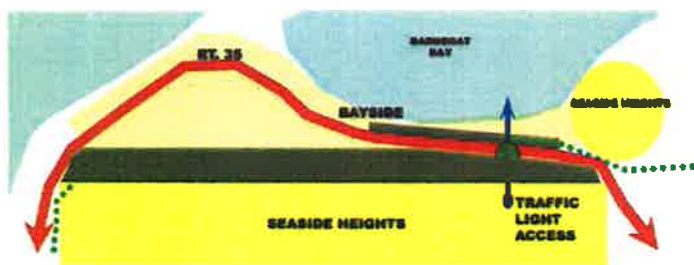
Oceanside connection on the Grant Avenue "Skylift"



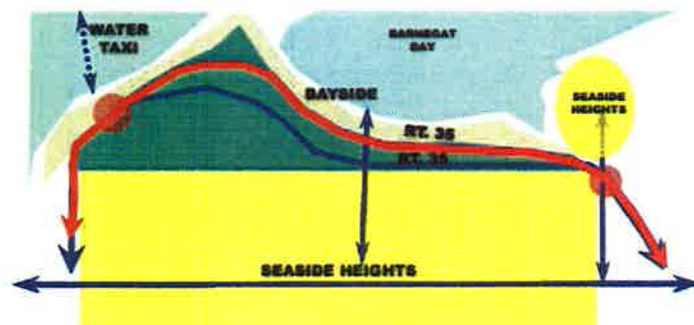
Pedestrian bridges in use in Phoenix Arizona provide precedents for the pedestrian bridge over Bay Boulevard at Grant Avenue. These bridges present unique branding opportunities.

Water taxi and shuttle service along the Bayside

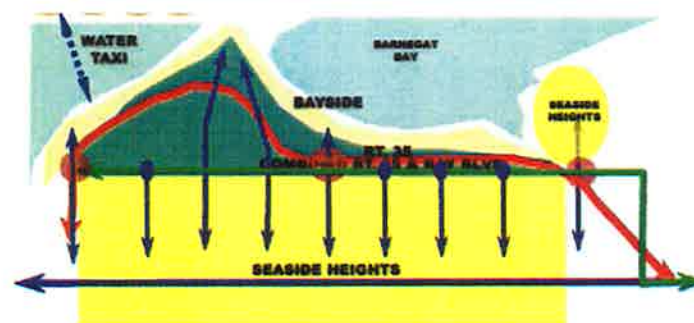




Strategy 1 : Greening of the West Side Arteries



Strategy 2 : Taming 35



Strategy 3 : Restoring Bay Boulevard

In summation, there are four main points from the three proposed strategies that we feel are worth reiterating. The first is the significant return that greening provides, low investment of greening provides big impact.

Secondly, expanding modes of travel increases the usable bayside and expands branding opportunities as brand supports infrastructure accordingly;

Thirdly, Geometric changes in traffic patterns and public amenities bring a much increased use of the bayside, while redistributing the physical and functional importance of Route 35.

Lastly, restoring the grid restores the whole of Seaside Heights.

Implementation

Zones, Streets and Buildings

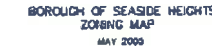
Current planning has produced streetscapes of uneven quality



At first glance, the current zoning map appears straightforward, organizing the Borough in a regular grid of streets that creates efficient, easily developed lots and enables easy orientation for pedestrians and vehicles. The zoning overlay (that is, the assignment of allowable uses for each block and lot) also appears simple, clearly separating one type of use from another, but that in fact is not the case. Seaside Heights' zoning map is based on a system called "stacked zoning," which allows for an increasing intensity and overlapping of uses across the spectrum of zone classifications.

These incompatibilities result in unsightliness and justifiable complaints of noise pollution, light pollution, unsafe conditions and a "broken neighborhood."

Official Zoning Map of Seaside Heights



Implementation

Zones, Streets and Buildings

Strategy 1 : The "Transitions" Plan

Overview

The Vision Plan aims to improve the economy and image of Seaside Heights by developing a planning strategy that gently disentangles stacked zoning while respecting and preserving each of the Borough's various zones of activity. This strategy, called the "Transitions" plan, strengthens the downtown, resort and amusement districts, shapes civic spaces, and protects the residential fabric. As can be seen in the Transitions zoning diagram, Grant Avenue and Sherman Avenue are reconceived, respectively, as the primary entry and exit into the Borough, creating a civic corridor that leads to Boulevard, which will become a condensed mixed-use retail district, a downtown that can function better year-round. Grant and Sherman continue to Casino Pier, where the amusement district remains. Boulevard, below Grant, serves to transition between

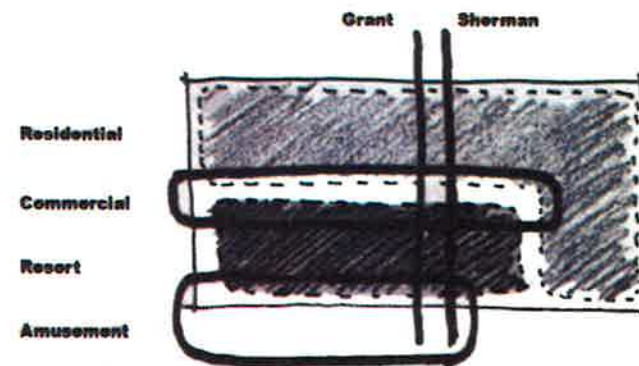
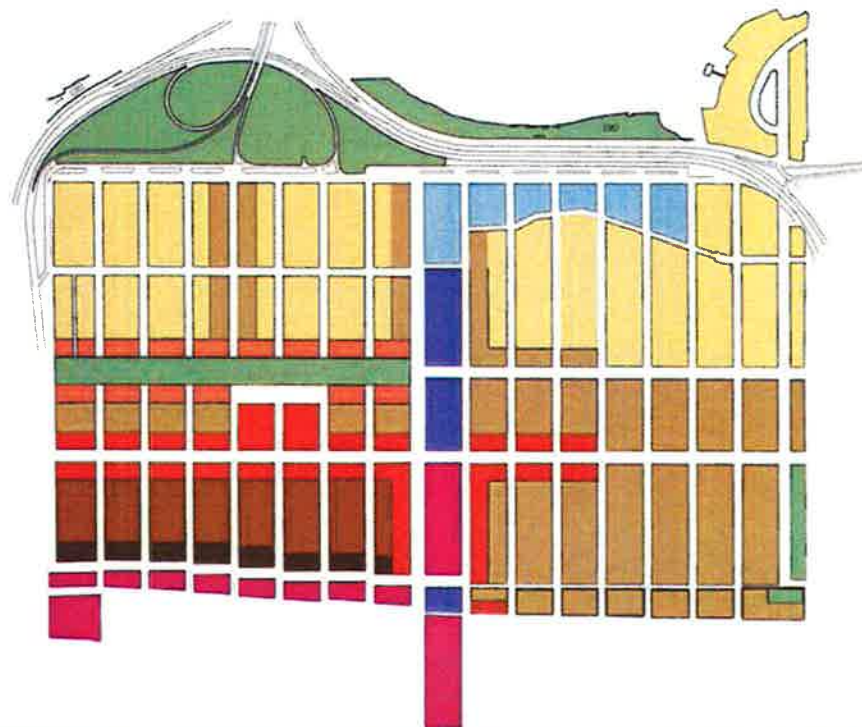


Diagram of the "Transitions" plan, showing districts with more clearly defined boundaries

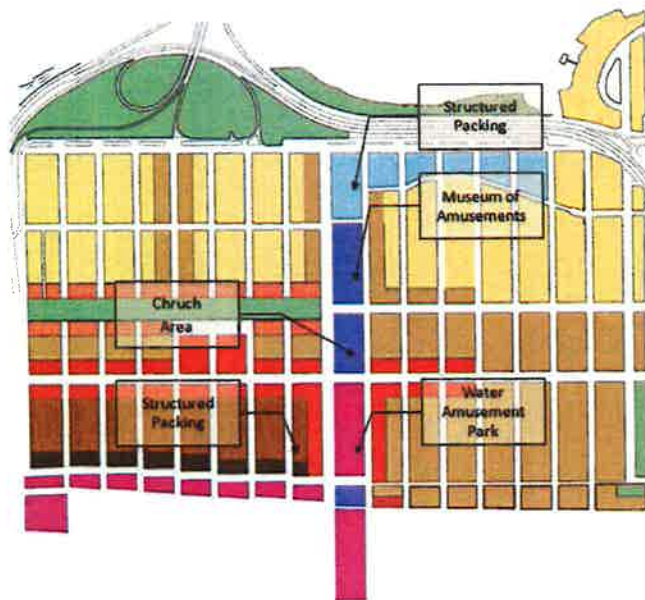
low and medium residential zones in the north and west and the higher density and amusement / resort

The "Transitions" zoning plan , re-interpreting existing Seaside Heights zoning to create less overlap and confusion between use districts, strengthening the identity and purpose of each neighborhood



Comprehensive Parking

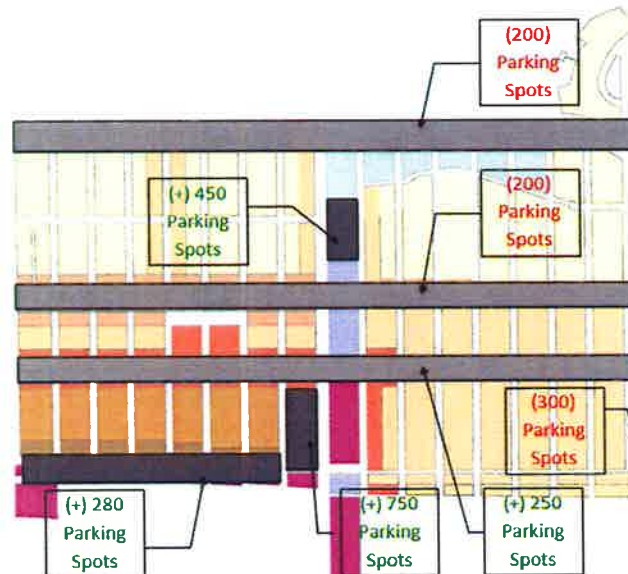
Parking is a major consideration for any higher density town, especially one that draws seasonal visitors. Existing strategies include parking on the street and on the front lawn, as well as beside, behind and beneath buildings. While these can all be successful strategies to handle parking, they are currently employed to detrimental effect throughout most of Seaside Heights, and partly to blame for spotty development and a high percentage of curb cuts on key roads such as Boulevard and Central. The Transitions plan locates structured parking at the east and west ends of Grant and Sherman, providing large-scale parking relief and further nurturing the civic potential of this corridor. Some residents believe that transient daytime beach goers will not use multi level parking structures, but there is no evidence to support this opinion.



Proposed locations of key attractions and parking along Grant and Sherman



Curbside parking in Seaside Heights



With changes to the Bayside and the addition of new parking, over 1700 new parking spaces can be added to Seaside Heights

Implementation

Zones, Streets and Buildings

Strategy 1 : The "Transitions" Plan



Implementation

Zones, Streets and Buildings

Strategy 2 : Streets and Building Makeover

Overview

Compared to the existing zoning plan, the Transitions plan it is not obviously or dramatically different. The key change is in clarifying the particular zones of use and creating transition areas that help stitch together conditions that are inherently different, though not incompatible. For example, intensive residential uses such as hotels and higher density extended stay/ executive suite apartments servicing the needs of vacationers have been consolidated in the southeast Resort Zone, adjacent to the amusement district, and are buffered from the quieter surrounding single- and two-family residential fabric by Boulevard, Central Avenue and Grant. Specific planning strategies for the major streets and neighborhoods are provided below.

Grant Avenue and Sherman Avenue

Grant Avenue and Sherman Avenue together create a new civic promenade for Seaside Heights. Two lanes of east-bound one-way traffic along Grant direct visitors into town. Parking on both sides of Grant, along with shade trees and a wide pedestrian promenade (preferably on the north, non-residential side of the street), cast Grant as an inviting path into the heart of Seaside Heights. It links major destinations, from the revived Bayside (discussed

elsewhere in this Vision Plan) and structured parking to municipal buildings and related services, to the church, Boulevard retail district, water amusement park, and Boardwalk. Sherman Avenue will complement Grant Avenue with two lanes east -west traffic, also framed by street parking, providing a primary exit route. The Vision Plan proposes reinforcing the civic potential of a Grant-Sherman corridor by adding one or more cultural institutions along this east-west circuit, such as a Museum of Amusements, a Children's Science Museum, and/or an aquarium. For visitors, joining bayside to ocean side in such a lively way provides a welcoming experience currently missing and a powerful way to introduce the range of activities and attractions available in Seaside Heights.

Ocean Terrace

It is worth noting the positive aesthetic impact on the physical structure of the Casino Amusement Arcade building (between Grant and Sherman Avenues) that occurred in the 1980's. Creative and simple architectural elements added to a common structure has had a dramatic impact on the appearance and identity of the Casino Arcade building and it's operation. It is also helped to celebrate and identify the historic Dentzel Carousel. Similar improvements in helping to define and improve the appearance of structures along East Ocean Terrace, south of Grant Avenue, can also enhance the identity and brand name for Boardwalk operations.

Boulevard

In the Vision Plan, Boulevard is slated to become once again a true downtown, a focus of retail for Seaside Heights serving seasonal visitors, year-round residents, and even neighboring town such as Toms River. Existing retail and multiple vacancies are diffused along Central Avenue, Boulevard and other streets, leading to a sense of disconnection and disorientation between far-flung shops. This impression is bad for business and bad for the town.



Sherman Ave remade





Street view along Boulevard

Condensed retail, at least in the early stages of any future plan for town improvements, will help focus foot traffic, promote safety, build a stronger link to the amusements nearby, and create a single, manageable identity for the shopping district.

Mixed-use three- to four-story buildings create a rich backdrop for a range of activities. This type of low-rise in-fill offers retail on the ground level, with office and residential uses above. Real balconies (not the phony railings often pasted onto condominiums) can energize street life, making Boulevard more alluring, a place to see and be seen, and to shop, dine and explore. Streetscaping on Boulevard would be improved through measures such as shade tree plantings, ornamental lighting and banner signage, furniture, and paving. These features create a

pedestrian-friendly environment. Under Department of Transportation grants, two-thirds of the Boulevard pedestrian walkway has been improved as above suggested, but due to lack of state funds remains incomplete.

Vision Plan images depict an idealized future but any urban makeover is a long-term process, which begins with individual applications and improvements. One example of a first-step improvement can be found between Sumner and Webster. Filling in parking lots with mixed-use retail, and placing parking at the rear of the lot, will help reinforce the street wall and enable positive change. A street section shows the different elements described above and gives a sense of the spatial quality that could be the future of Boulevard.



Strategic in-fill: focused retail center along Boulevard



Cross section through Boulevard

Implementation

Zones, Streets and Buildings

Strategy 2 : Streets and Buildings Makeover



Possible Boulevard development



Implementation

Zones, Streets and Buildings

Strategy 2 : and Buildings Makeover

Central Avenue

There are two schemes for Central Avenue. In both, retail uses are phased out and Central becomes a leafy residential route that provides a transition from the higher density and retail uses in the east to the lower density neighborhoods to the west. In the first scheme, the blocks between Hamilton and Sumner become an exception to the single- and two-family residential theme and offer an alternative to visitors looking for a lower key version of the Seaside Heights experience through Bed and Breakfast-style hotels with limited retail, such as gift/craft shops and cafes.



A residential and greener Central Ave



Cross section of Central



Possible multi-family residential design

70



Street view along Central Ave

A bird's eye view and street section show the revised Central Avenue street and parking strategy, with two-way lanes divided by a wide vegetated median, with parking aisles and pedestrian promenades on both sides.



Alternate design of Central Ave

An alternative approach to Central Avenue eventually phases all uses to residential, with a similar strategy for the street and parking. Condominiums on Central and elsewhere would use exterior spaces, such as porches and balconies to help enliven the image and dynamism of street life. Three-story single family residences with high lot coverage and shallow setbacks would also use balconies and porches, and help reinforce the street wall through similar massing and setbacks as the condominiums.

Hamilton Avenue and Sumner Avenue

Hamilton Avenue is currently the main exit for Seaside Heights, mostly due to its alignment with the Route 37 on-ramp. While this is functional for automobiles, it damages the residential fabric in this area. We recommend that Hamilton Avenue remain an exit, but not *the* exit. To further ease congestion on Hamilton, retail zoning there should shift to medium density residential.

Currently Sumner Avenue is the main two-lane one way east bound east bound accessory entrance to



Walking along Central Ave

Implementation

Zones, Streets and Buildings

Strategy 2 : Streets and Buildings Makeover



Central Ave Residential unit

Implementation

Zones, Streets and Buildings

Strategy 2: Streets and Buildings Makeover



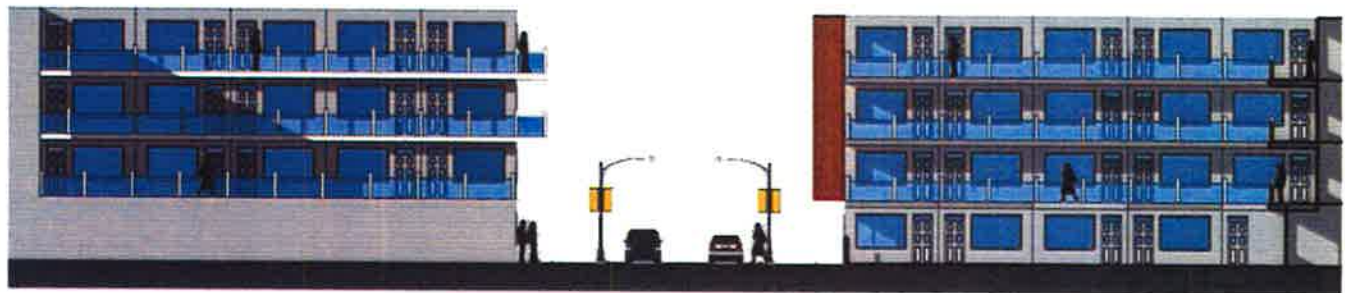
Successful hotel and motel typologies

Grant Avenue . In this study, Sumner Avenue would remain an important entry point even though under the civic promenade proposal, Grant Avenue is designated the primary entrance one-way east bound.

Hotels and motels at Seaside Heights and Ocean City point toward a few typologies that work well and should be maintained in the Borough. These include the L-Shape Building, Court, and the Full-Lot Types. These have been selected for their ability to contribute to the public experience and image of Seaside Heights.

The high-density zone would be consolidated, bordered by Boulevard to the west and Grant to the north. This zone would consist of lodging facilities, as well as higher density extended stay/ executive suite apartments. By consolidating these uses, their drawbacks would be minimized, and also create a high-energy district for visitors.

For an example of an infill application, we have chosen the blocks fronting Sumner Avenue. Here, several parking lots have been filled in each with different recommended types. One lot has also been developed as structured parking for multiple uses. (In lieu of structured parking, parking behind the businesses along the east Boulevard is recommended throughout the length of the area from Grant to Dupont Avenue.)



Hotel and streetfront relationship



Strategic in-fill: introducing motels and a parking structure into a High Density Zone

A section through a typical high-density street shows how hotels could relate to the street front and provide vibrant social spaces. Buildings in the high-density zone would be full lot coverage with some parking provided below with limited street frontage. Additional parking would be provided mostly off-site. Pools and other social spaces would face the street.

Residential Neighborhoods

The low-density residential building types identified



as most appropriate for Seaside Heights include the Bungalow, Shotgun, and traditional single family types. While many examples of these already exist, porches, balconies, and consistent setbacks would help improve current conditions.

The Transitions plan's low-density zone, for single-family homes, is located west of Central Avenue. Vegetation and smaller lot coverage would give this area a more consistent, suburban feel that many individuals seek. A few vacant lots located on Sherman are just one area in which implementation could help reinforce the street wall and tip a particular block away from a chaotic identity and toward a more peaceful, ordered appearance.

New Zoning and Ordinances

The Vision Plan, particularly over the course of the Charrette, identified some areas and ideas that may improve the zoning and appearance of Seaside Heights.

In the residential zones, the parking should be re-

moved from the street completely. Many of these interstitial spaces are poorly landscaped, contributing to a poor image of residential areas. The interstitial spaces are awkward due not only to the varying mass of buildings, but also the variety of setbacks in the fronts, sides, and backs of properties. This seems to be a primary reason that these often tight and unusual spaces are generally underutilized. There should be building mass and use uniformity and uniform setback regulations to prevent uneven and unappealing conditions. On a main retail thoroughfare, such as the Boulevard, zoning should mandate a strict street wall without side yards.

Like many other towns, such as Ocean City, New Jersey, there should be a requirement that housing, both single- and two-family, include front porches, especially on main thoroughfares, and offer balconies and roof decks. The implementation of a zoning ordinance that outlines maintenance guidelines, such as rules regarding the location and type of vegetation (native v. non-native), keeping property clean, and properly maintaining the appearance of the house/



Residential housing and street relationships



Uniform street front achieved with diverse residential in-fill

Implementation

Zones, Streets and Buildings

Strategy 2: Streets and Buildings Makeover

Possible housing typologies:



Traditional single-family



Shotgun-inspired



Bungalow-inspired

Implementation

Zones, Streets and Buildings

Strategy 2: Streets and Buildings Makeover

structure, will help promote community pride and create a better public image for Seaside Heights.

Currently, closer to the boardwalk, a large number of bungalows are used for rentals. Additional guidelines could also put irresponsible landlords in the position of better maintaining their property or face fines for non-compliance, which could be a source of revenue for the town.

Historic and Neighborhood Preservation and Revitalization

The existing residential housing stock in Seaside Heights dating back nearly 100 years was created primarily to meet the growing needs of vacationers who came to enjoy the beach and amusement activities. Over this span of years, several architectural styles emerged. While recent condominium development appeals to those who desire modern apartment living as an option for seashore living, the wealth of cottages and small homes on minimum lots still provides alternatives to those who wish to enjoy the "nostalgia" of owning a traditional seashore home, even with limited parking.

A casual survey of surrounding communities indicates that affluent property owners are restoring or enhancing older homes, or building new homes in the style of older homes associated with the nostalgia of seashore living. Preservation of classic seashore housing can do much to enhance the image and desirability of Seaside

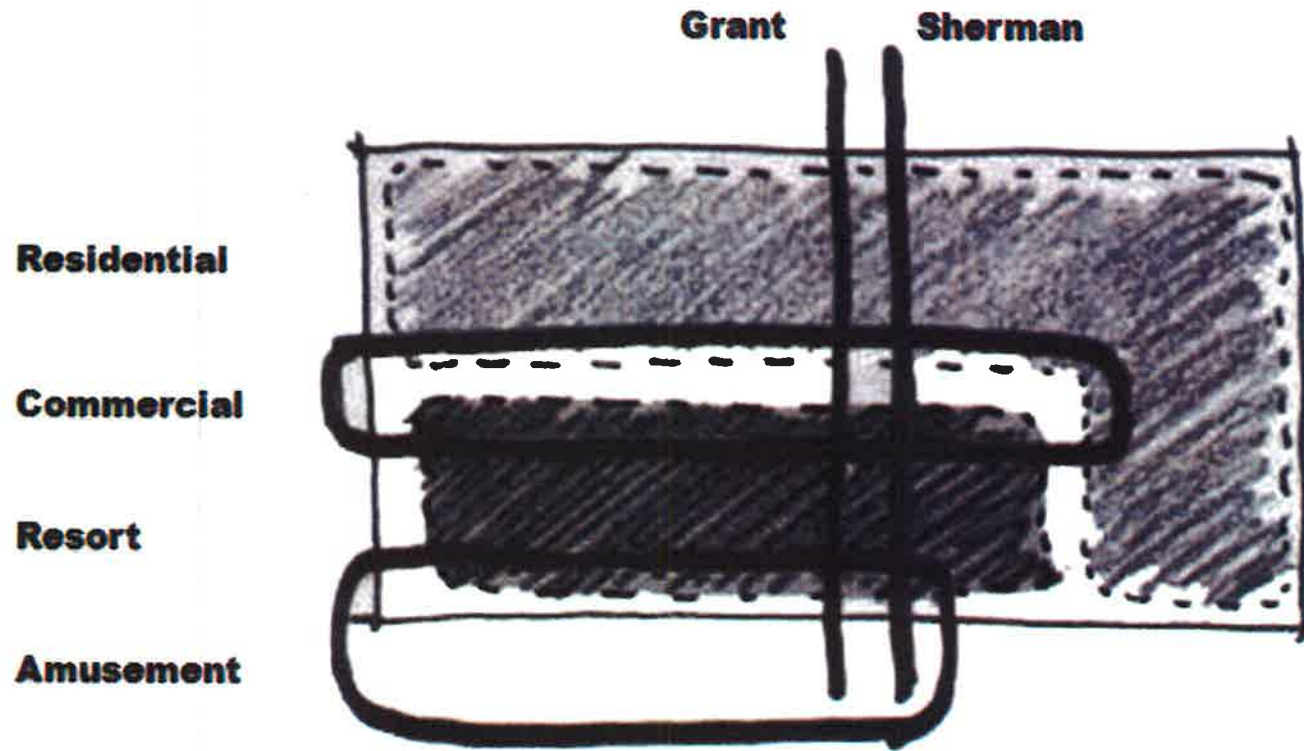
Heights as a vacation resort. Ocean Grove and Cape May provide fine examples of the role architecture plays in this regard. Preservation can play an important role in changing the image of Seaside Heights.

Seaside Heights still has a wealth of charming cottages and houses worth restoring, but many could use help in uncovering that charm. The 2005 Rutgers "Seaside Heights Revitalization Plan," which singled out the Craftsman bungalow style in a section on design guidelines, effectively addressed methods the Borough might adopt in assisting the restoration and preservation of the Borough's historic character. A copy of the relevant section is attached to this Vision Plan as an appendix.

Among the Rutgers University recommendations for residential revitalization is a professionally prepared pattern book "...to help property owners rehabilitate their homes to their original state." A similar pattern book could also be created for landscaping, a particularly important issue given the dense condition of housing in the borough. Landscaping can greatly enhance the street appeal in both the residential and commercial neighborhoods of the town, and can alter the public perception of the town in a favorable way. The municipality could also become involved in planning historic lighting and sidewalk improvements in the residential areas, similar to the previous introduction of historic lighting and improved sidewalk paving along parts of the Boulevard commercial district.

View down the proposed Grant and Sherman Avenues. Cultural institutions such as the "Museum of Amusements" could welcome visitors along this civic promenade





In conclusion, Seaside Heights would benefit from a clarified zoning scheme and modest reorganization, as well as improvements in image and identity through streetscaping and zoning ordinances which encourage features we have shown here.

Implementation

Boardwalk District



Precedent:
Re-introducing reversible wood benches to Seaside Heights is one way to reverse the recent trend toward generic, inappropriate furnishings and finishes on the boardwalk

Amusements along the Seaside Heights Boardwalk have proven attractive to generations of visitors and are a powerful engine for future development along the oceanfront



Strengths and Weaknesses

As noted earlier, the way Seaside Heights projects its public image to the neighbouring communities and region is a key aspect of the Vision Plan. This projection of image, or branding, has its strongest potential in the boardwalk district.

The boardwalk district provides Seaside Heights with some of its most positive and enduring branding, which include the amusements along the boardwalk, Casino and Funtown piers, and historic elements such as the Gustav Dentzel Carousel. Other positive elements of the Boardwalk district include the beach, ocean bathing and recreation, and of course the existing green acres habitat.

Unfortunately, there are also weaknesses associated with the Boardwalk District. Topping the list of negative branding is the presence of R-Rated retailers. The display of racy, adult merchandise along the boardwalk can, or perhaps has, dissuaded certain demographics, such as families, from returning to Seaside Heights. It also contributes to negative branding that has plagued Seaside Heights. Code enforcement continues to address this problem.

Other negative characteristics of the boardwalk district include the sprawling amusements north of casino pier, the presence of overly municipal boardwalk furnishings and access points and the ill-



Precedent:
Pt. Pleasant, NJ Beachside Townhouses



defined character of Ocean Terrace.

Opportunities

Opportunities for the Boardwalk District include:

- Residential uses north of casino pier
- Preserve and revitalize the historic southern amusement district
- Encourage uses that broaden the appeal of the boardwalk to a wider variety of people
- Re-envisioning Ocean Terrace

In response to the strengths, weaknesses and opportunities of the Boardwalk District, the vision plan offers three unique solutions.

Implementation Boardwalk District

Raunchy boardwalk retail contributes to the negative branding of Seaside Heights itself

Mundane and utilitarian furnishings and finishes detract from the beach experience





Sunset over the water (Barnegat Bay), a rare occurrence on the East Coast but a daily event along the bayside of Seaside Heights



Strengths, Weaknesses and Opportunities

As noted earlier, Seaside Heights' geographic features offer unique aspects for a shore town and should be exploited. The bayside at Seaside Heights can best be described as an underutilized asset, which has the potential, if properly exploited, to make the Borough a more versatile and appealing destination for visitors as well as improving the quality of life for community residents.

The Seaside Heights bayside already includes a marina and is an ideal location for boating, fishing and crabbing. It also offers a unique opportunity for residents of the East Coast: the ability to see a sunset over the water.

These benefits, however, have been undercut by a lack of identity, due in no small part to the isolation created by the presence of Route 35 as mentioned earlier in the Access section of the Vision Plan.



An ideal location for boating and fishing

Proposals

Strategy 1 : Family Beach

Strategy 2 : Eco-Preserve

Strategy 2 : South Bay

The Vision Plan offers three different strategies to solve the existing problem of the bayside. The first strategy, "Family Beach," requires the least aggressive efforts by the community, and could be realized within a short period of time. The second strategy, "Eco-Preserve," looks at creating a greener and environmentally educational bayside. The third strategy, "South Bay," considers redeveloping the bayside south of the Route 37 bridge in phases and is the most aggressive and ambitious strategy proposed.



Implementation

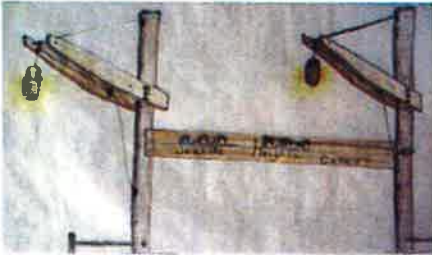
Bayside

A detached and underused asset

Implementation

Boardwalk District

Strategy 1 : Boardwalk Makeover



Conceptual sketch of boardwalk furnishings inspired by pier and maritime design. Development of these concepts can be seen in the images that follow.

Overview

The first of three solutions, "Boardwalk Makeover" involves replacing the existing overly municipal boardwalk infrastructure, while maintaining existing uses along the entire length of the boardwalk. The intention is to preserve what's memorable about the amusement district, including all existing retailers and attractions, while improving the physical setting.

The renderings below show that only access points, boardwalk and furnishings are being renovated in this

solution. The amusements and retail establishment will remain as they are today.

The Boardwalk municipal Franklin Avenue stage (with a lifeguard basement storage area), is an important venue for public events, which needs to be upgraded.

The historic restoration of the north end covered pavilions along the boardwalk should be undertaken, as well as restoration on the historic 'Slider' benches along the boardwalk.



View of a new boardwalk connecting Ocean Terrace to the boardwalk. The new ramp, stair and associated plantings are intended to evoke the beachscape and provide a more inviting transition between street and ocean



Implementation

Boardwalk District

Strategy 1 : Boardwalk Makeover



On the boardwalk, looking south, new nautical theme light poles and an open ticket pavilion

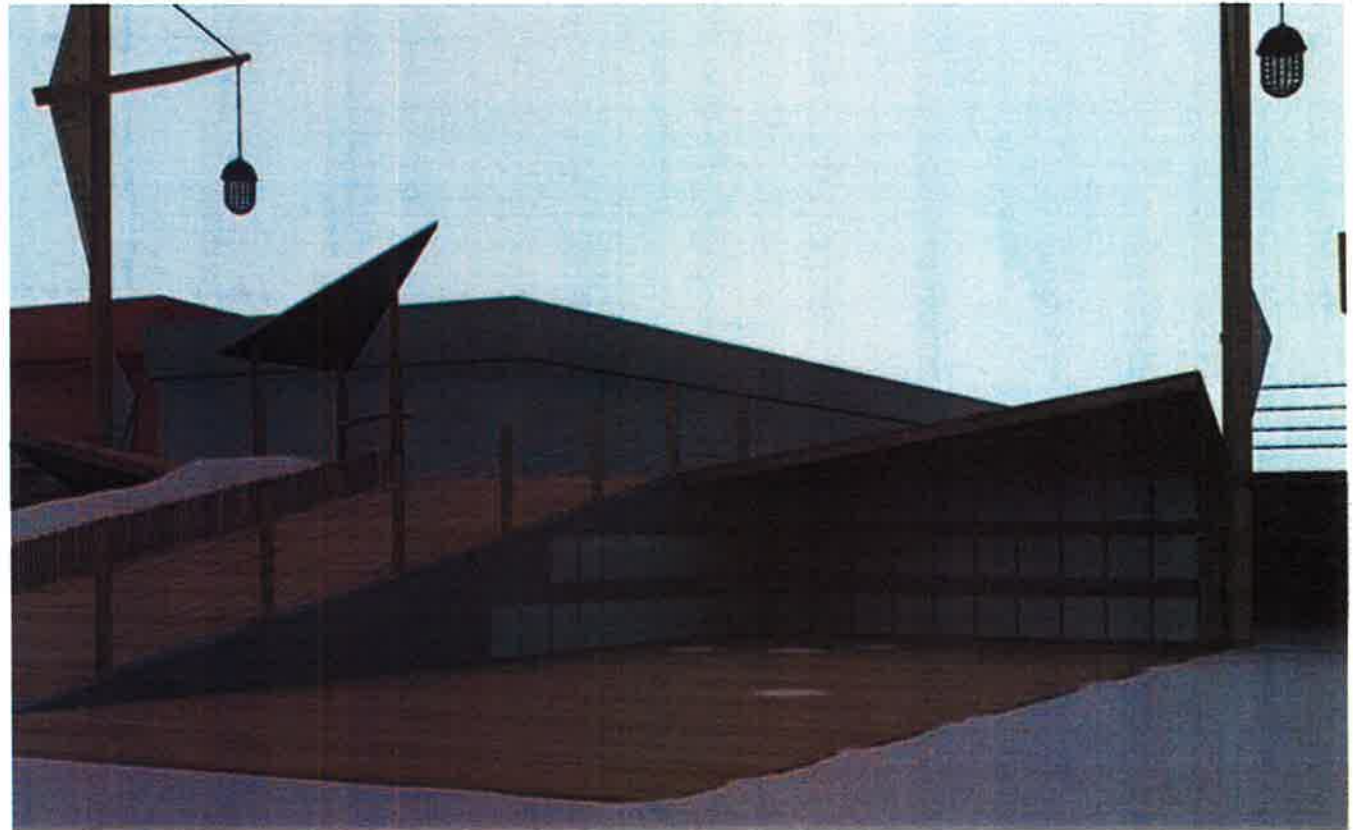


Detail of new trash receptacles, benches and rope railings

Implementation

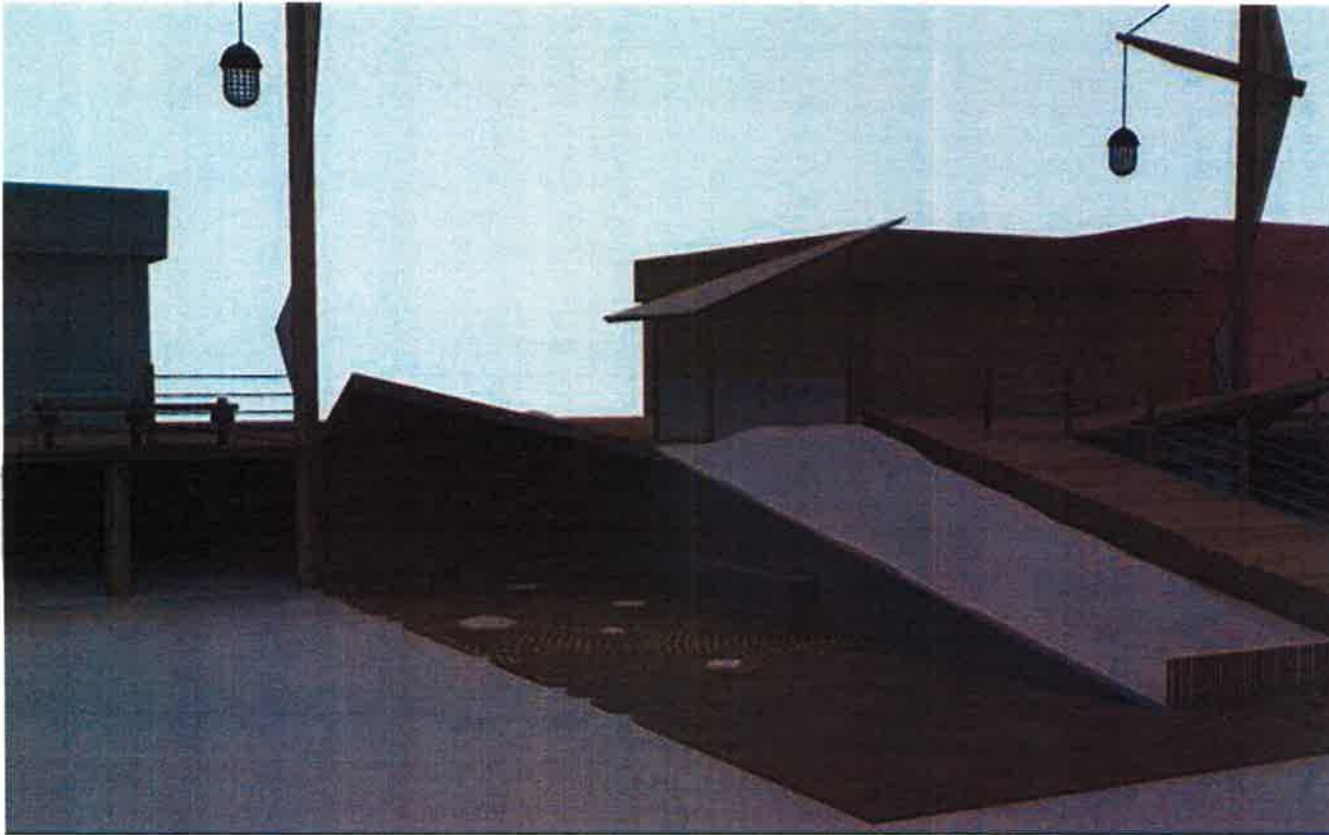
Boardwalk District

Strategy 1 : Boardwalk Makeover



At the bottom of an entry ramp are a series of lockers for storage





On the other side of the ramp is a sandscape, with room for showers and a bench

Strategy 2 : Sunrise District

Overview

The second solution proposed in the Vision Plan, Boardwalk District, is a more aggressive approach to the Boardwalk District. In this solution the key elements include, renovating the southern boardwalk and the introduction of a series of medium density townhouses along the northern part of the boardwalk.

The boardwalk's own history served as a precedent for this solution. In the past, the northern portion of the boardwalk was residential and the southern part was amusement-oriented. The Vision Plan looks to the boardwalk's history to help guide its future development.

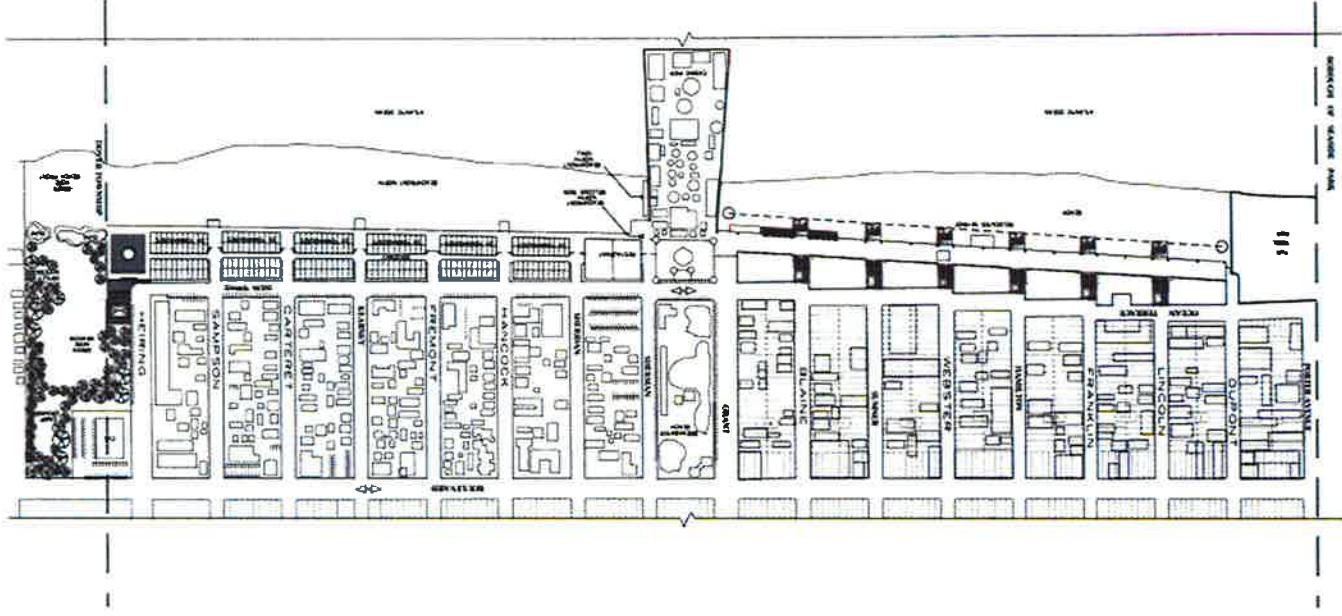
The plan also seeks to underpin its proposed solutions by modeling successful precedents. In this case, we studied relationship that Point Pleasant's oceanfront townhouses have to its boardwalk.

The Master plan for Sunrise District shows how the

amusements will remain south of Casino Pier only. Along the southern end new sculptural entry ramps and additional street parking will be added.

North of Casino Pier a quiet residential townhouse district will replace the existing retail establishments. A mixed-use building will bridge the transition from amusement to townhouse.

Parking will be relocated from the Greenacres area, which will be re-landscaped to provide a more natural and aesthetically pleasing environment.

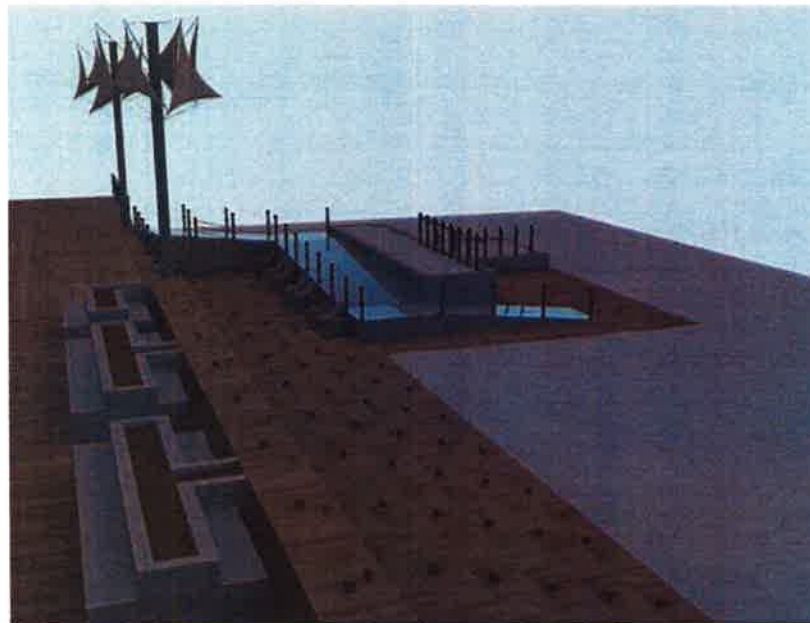


Sunrise District Master plan

Strategy 2 : Sunrise District



Proposed ticket booth on Ocean Terrace featuring an extended park-like entry sequence to the boardwalk.



In this view looking north we can see potential re-design of boardwalk features, including ramped beach entry, new benches and lamp posts. There is also an area set aside for the viewing of water sports.

Implementation

Boardwalk District

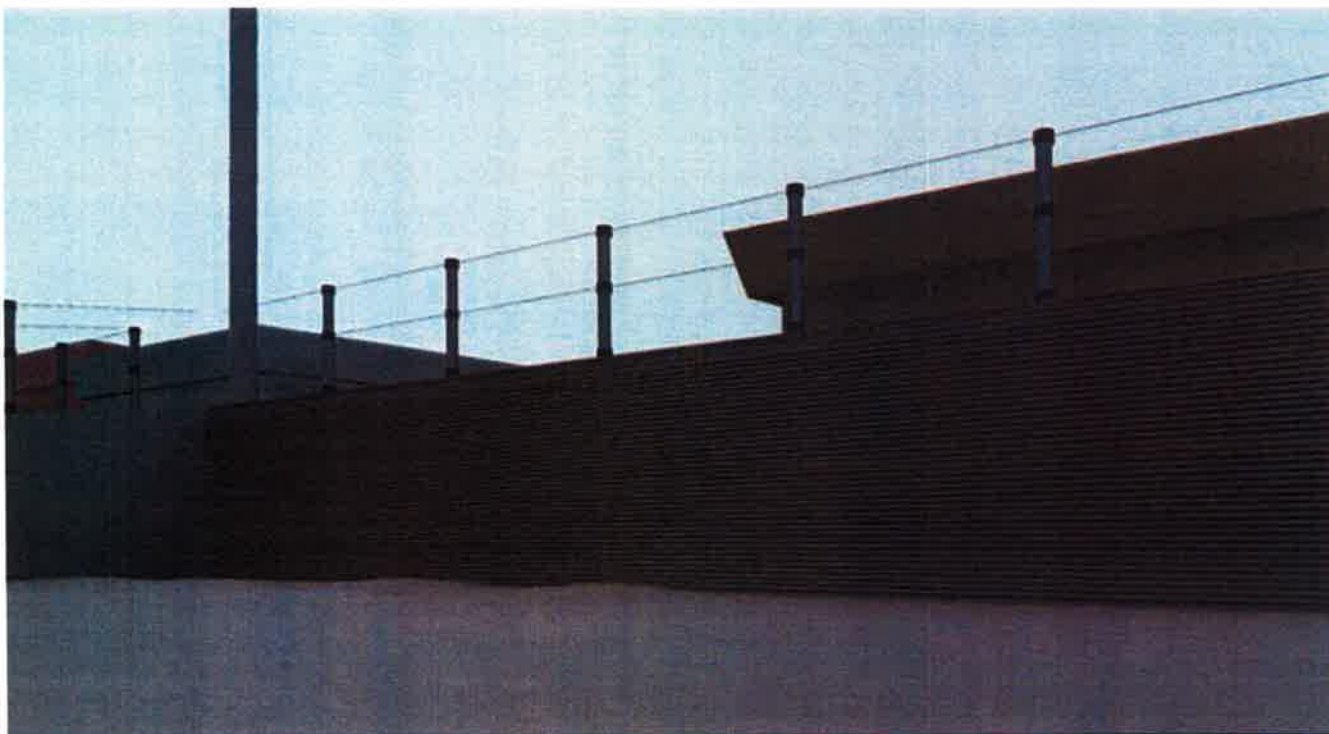
Strategy 2 : Sunrise District



A view of sail-inspired lighting and an expansive ramp, locker, and shower area



Built-in platforms along the edge of the boardwalk for viewing live events, from volleyball tournaments to water sports

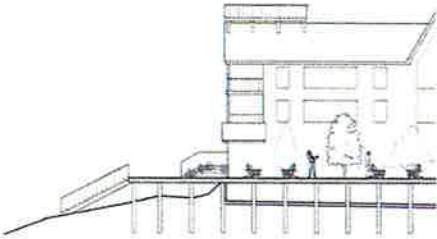


In this view from the beach, a wood screen wall blocks views and access under the boardwalk, putting an end to questionable activities currently taking place there while providing for possible rentable and municipal storage

Implementation

Boardwalk District

Strategy 2 : Sunrise District



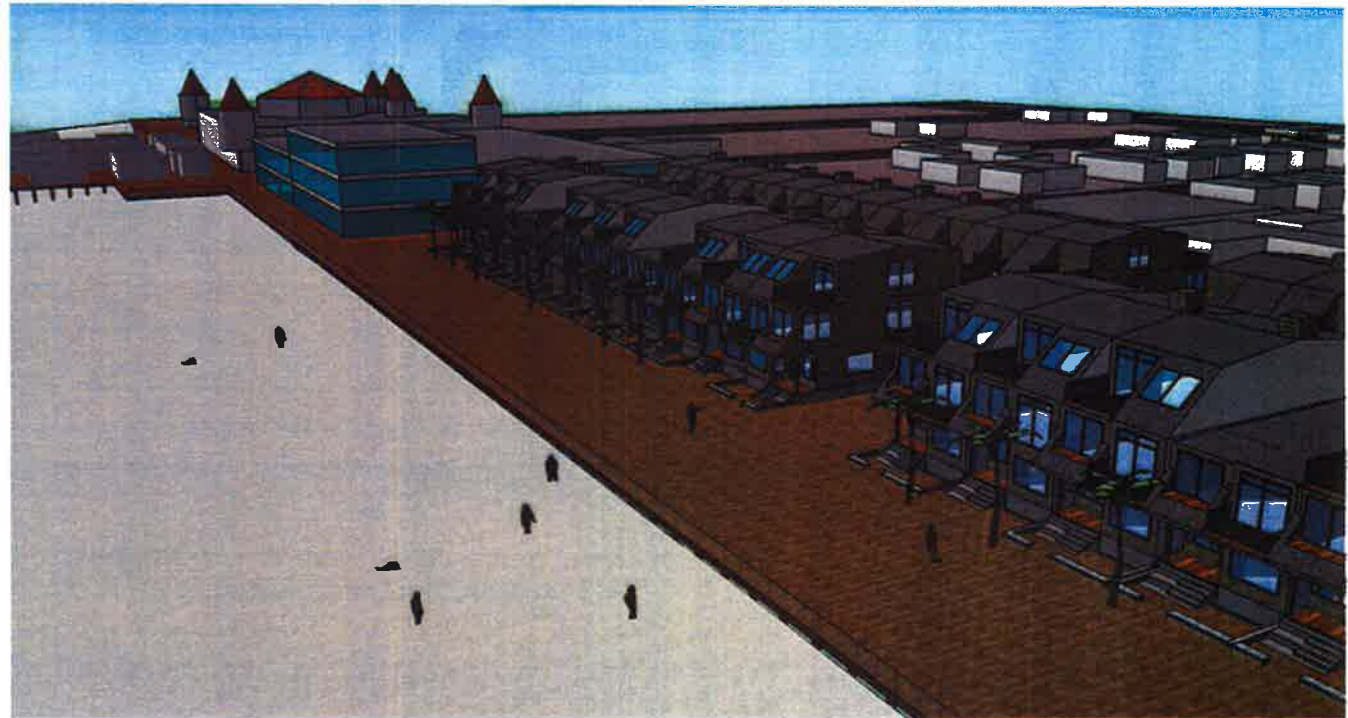
Section drawing emphasizing the direct connection between the townhomes, boardwalk and beach



View north from Casino pier showing the townhouses



View from the beach looking towards the northern end of the boardwalk with its townhouses



Overview, looking south towards Casino Pier, showing the mixed-use buffer building in the distance, which would include a restaurant.



Overview

"The Heights at Seaside" is the most aggressive change proposed in the north-end boardwalk district. This strategy incorporates the redesign of both structure and usage along the boardwalk.

The existing amusements will remain along the southern portion of the boardwalk, which will be augmented with the addition of structured parking. In addition, the Heights includes a more ample and undulating boardwalk, with an ambitious and more interesting boardwalk sequence.

Along the northern part of the boardwalk the Vision Plan proposes incorporating a vibrant mix of upscale and dense uses, including the addition of condominiums, and focal points such as a theater or music hall. To serve as a buffer between Casino Pier and the condominiums on the northern portion of the boardwalk, a hotel is proposed.

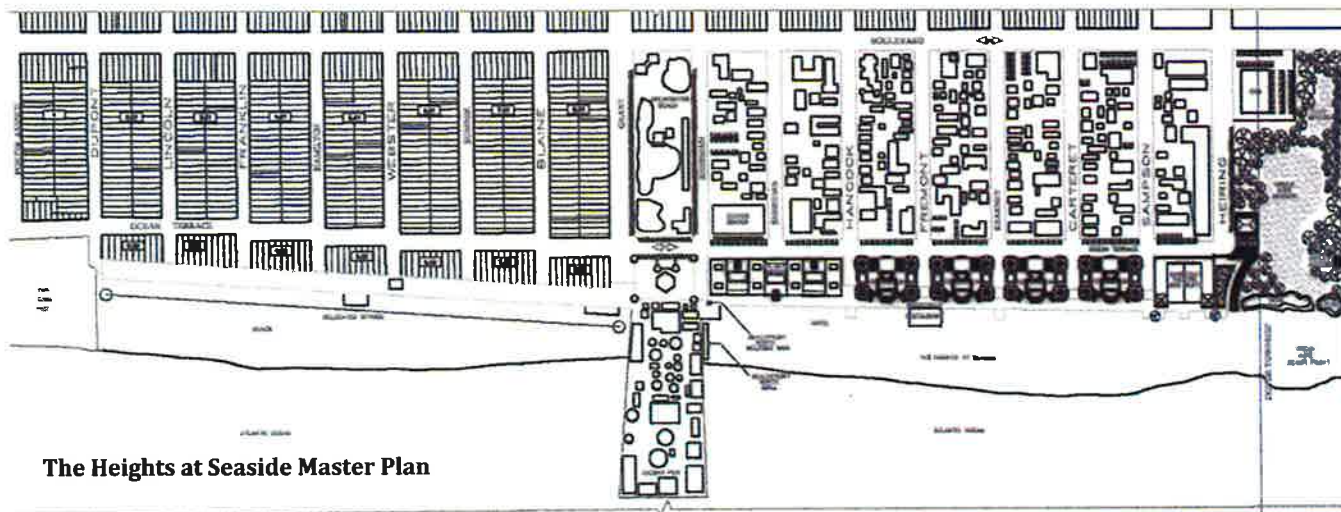
Also incorporated in this strategy is a redevelopment of the green acres park to provide a more natural and diverse usage that could ultimately link up to similar environmentally conscious approaches to bayside.

A useful precedent for the development of

condominiums along the northern portion of the boardwalk is Long Branch, New Jersey and their intended redevelopment of their boardwalk.

The Heights at Seaside represents a unique investment opportunity for the Seaside Heights community. There are 4 proposed buildings with 40 units per building, totaling 160 total units. If the municipality developed these properties at an average selling price of \$300,000, it would gross 48 million (excluding all development costs). Assuming a property tax of 1.2% (the 2008 rate), sales could produce a rate of \$500,000 annually for the borough. This could mean an additional \$10,000,000 in revenues for Seaside Heights. This money could be used to finance much of the redevelopment costs of Seaside Heights.

As mentioned earlier "The Heights at Seaside" offers the opportunity to revitalize the existing boardwalk, and introduce a potential revenue generating source for the community of Seaside Heights. This strategy utilizes the best aspects of the Seaside Heights Boardwalk, and redevelops the disorganized northern portion of the boardwalk into an asset for the community.



The Heights at Seaside Master Plan

Implementation Boardwalk District

The Heights at Seaside

Precedents:



The music pavilion in Ocean City, NJ



New mid-rise condominium in Long Branch, NJ

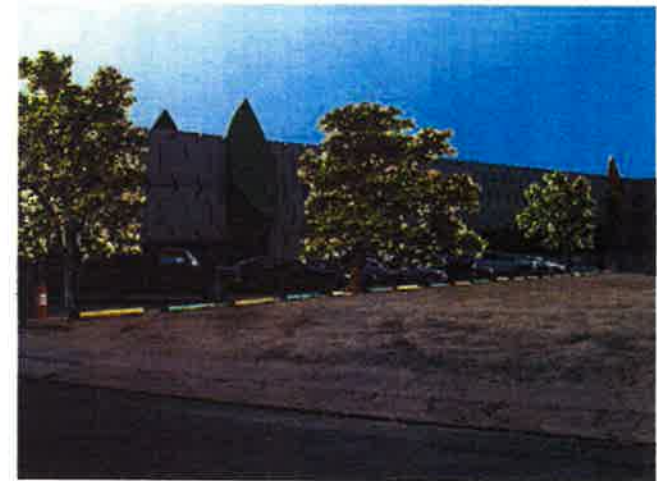
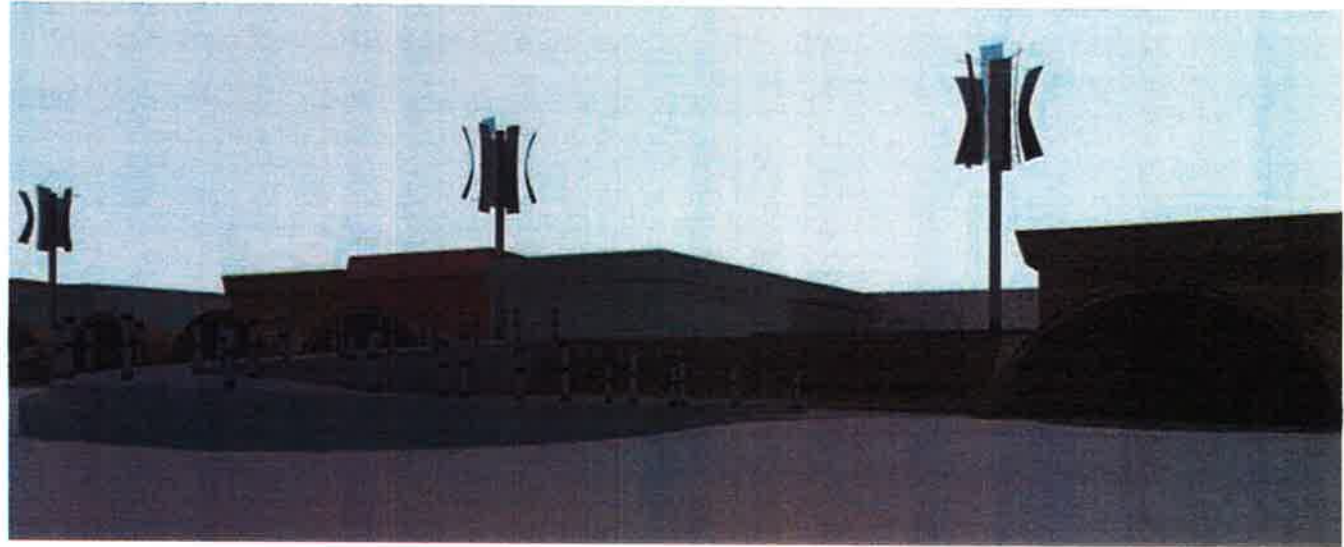
Implementation

Boardwalk District

Strategy 3 : The Heights at Seaside

Conceptual renderings demonstrate a new entry sequence onto the boardwalk from Ocean Terrace (above) and the beach. (below left) Notice the addition of cabanas under the boardwalk.

The same design motif connects a proposed parking structure (right) along Ocean Terrace with the boardwalk.



This elevational massing diagram shows that the height of the new developments along the northern part of the boardwalk would be greatest next to Casino Pier and eventually step down to meet the green acres park at ground level



Implementation

Boardwalk District

Strategy 3 : The Heights at Seaside

Birds eye view of the "Heights at Seaside"



A new treatment of the existing boardwalk edge with natural landscaping at the edges instead of the utilitarian pipe-rail cyclone fencing that presently exist.



Boardwalk looking north



View from the beach showing the hotel as buffer between Casino Pier and condominiums

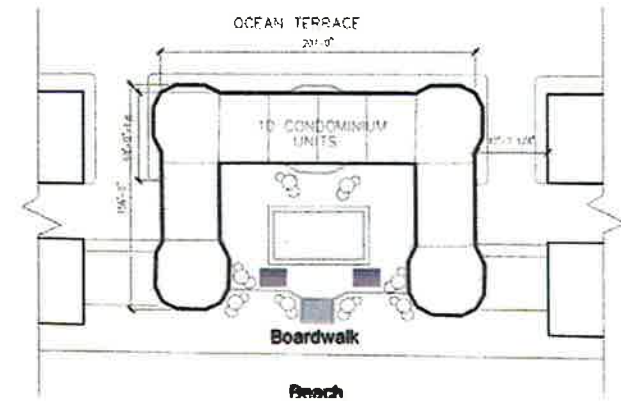
Implementation

Boardwalk District

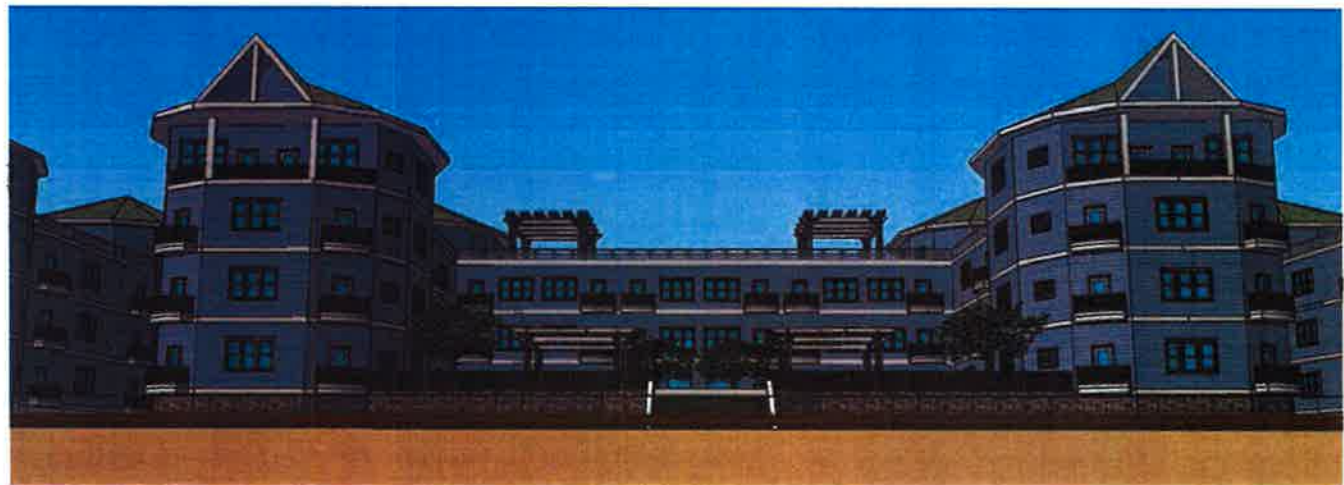
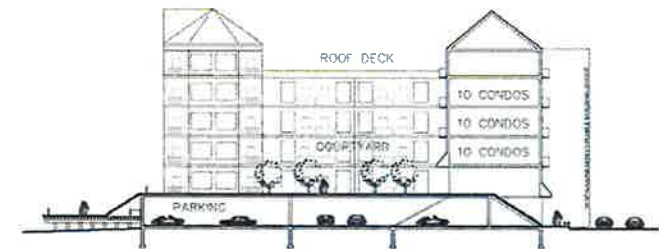
Strategy 3 : The Heights at Seaside



The newly re-landscaped green acres site contains a small satellite nature center which could be related to a Bayside nature center, discussed in more detail later in the Vision Plan.



The proposed condominiums would typically contain 10 units per floor, with a center courtyard, featuring an arbor and raised large swimming pool. Residents would use a ground floor parking deck, above which would be the courtyard and five floors of high end condominiums.





Strategy 1 : Boardwalk Makeover



Strategy 2 : Sunrise District



Strategy 3 : The Heights at Seaside

Implementation

Bayside

Family Beach

An opportunity for job creation and increased revenue

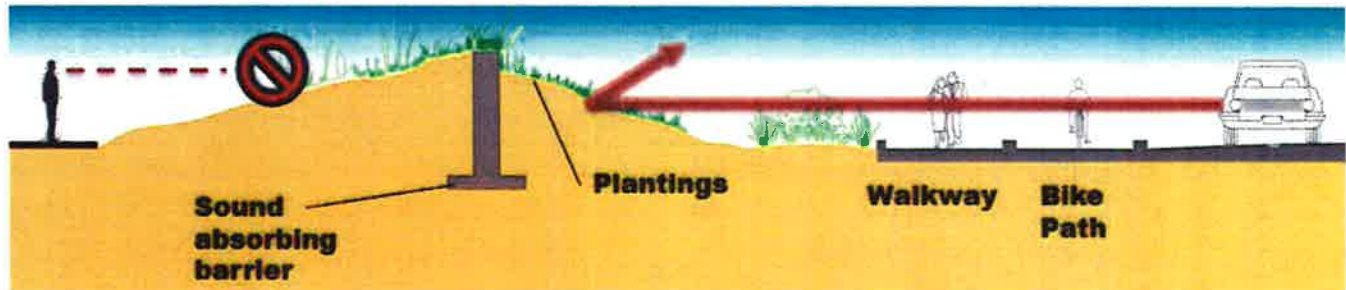
Overview

The goals of "Family Beach" are to provide the residents of Seaside Heights with an oasis from the rowdiness that can occur during the summer, and offer an experience similar to that seen in communities such as Seaside Park. Family Beach also seeks to create an alternative bathing option for those who do not care for the strong currents and powerful wave motions of the ocean, especially families with small children.

Family Beach offers a gathering place that will help to create a greater sense of community. It will also help to create jobs and generate municipal income for Seaside Heights.



Sandscape provides the desired isolation and atmosphere



In order to create a family-friendly atmosphere with the appropriate amenities, a critical aspect of Family Beach is to provide a beach area isolated from the heavy traffic and noise of Route 35, yet still be inviting and accessible to pedestrians. To provide that isolation, a barrier is needed. While isolating the beach is a key aspect of the strategy, it cannot be achieved at the cost of carelessly blocking views of the bay.

To create isolation from the highway, to provide an oasis on the bay, requires both a visual and auditory separation of the bay from the highway. This can be accomplished by installing a heavy mass object to absorb sound such as a concrete barrier. To maintain a natural appearance, the barrier can be hidden beneath a structured sandscape, or zero-scape, which is covered in native plantings.

An important factor in this process is mitigating the obstruction of views to the bayside that residents experience along their home fronts and on residential streets. Limiting the height of the sandscape to 8 feet will reduce the intrusion on desired views. In addition, interrupting the artificial sandscape with necessary beach access points will further preserve views and generate interest in the special place beyond the new "dune."

An alternative to the sandscape option is to install sound barriers along the highway, as seen along major thoroughfares through out the state. These highway



barriers can be installed with transparent panels in sections to continue desired views of the bayside, while still providing audio isolation from the highway.

Safe and convenient access to the bayside is another aspect of Family Beach. No matter the solution used to deal with the traffic along Route 35 (see Access, Borough & Branding), it is still an issue that needs to be recognized and navigated. Crossing Route 35 will be achieved by two methods. The first is to create a pedestrian bridge across the highway, which will allow safe passage and will not impede the flow of traffic. The second means of navigating the roadway will be achieved through traffic-calming methods, such as a traffic light which will restrain the traffic until safe passage has been obtained.

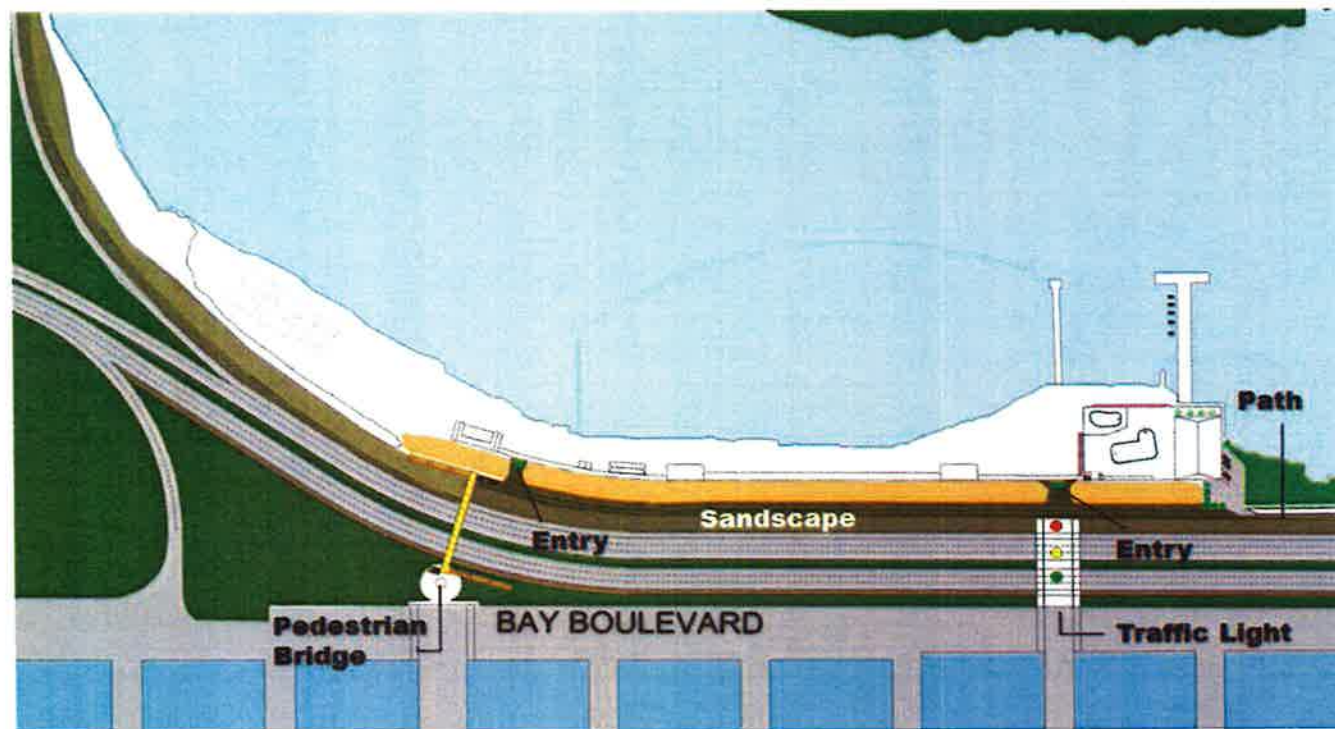
The Vision Plan proposes that the pedestrian bridge be accessed on Bay Terrace and Grant Avenue. As a

major access route through Seaside Heights, Grant Avenue is a logical choice for bayside access and will help to create a connection through Seaside Heights between the ocean side and the bayside.

The second point of access to the bayside will be at Fremont Avenue. The Vision Plan recommends this location due to its already established character as a community focal point, being a locale to major municipal facilities, such as the sports fields, and the primary school. A traffic light is necessary to replace need for crossing guards.

Along the west side of the highway, access points to Family Beach can be easily reached by both pedestrians and cyclists. Entry to the beach will be made through breaks in the sandscape aligned with the pedestrian access points. At these locations fees for beach access can be collected, and membership

Safe and convenient pedestrian access is a key aspect of Bayside planning



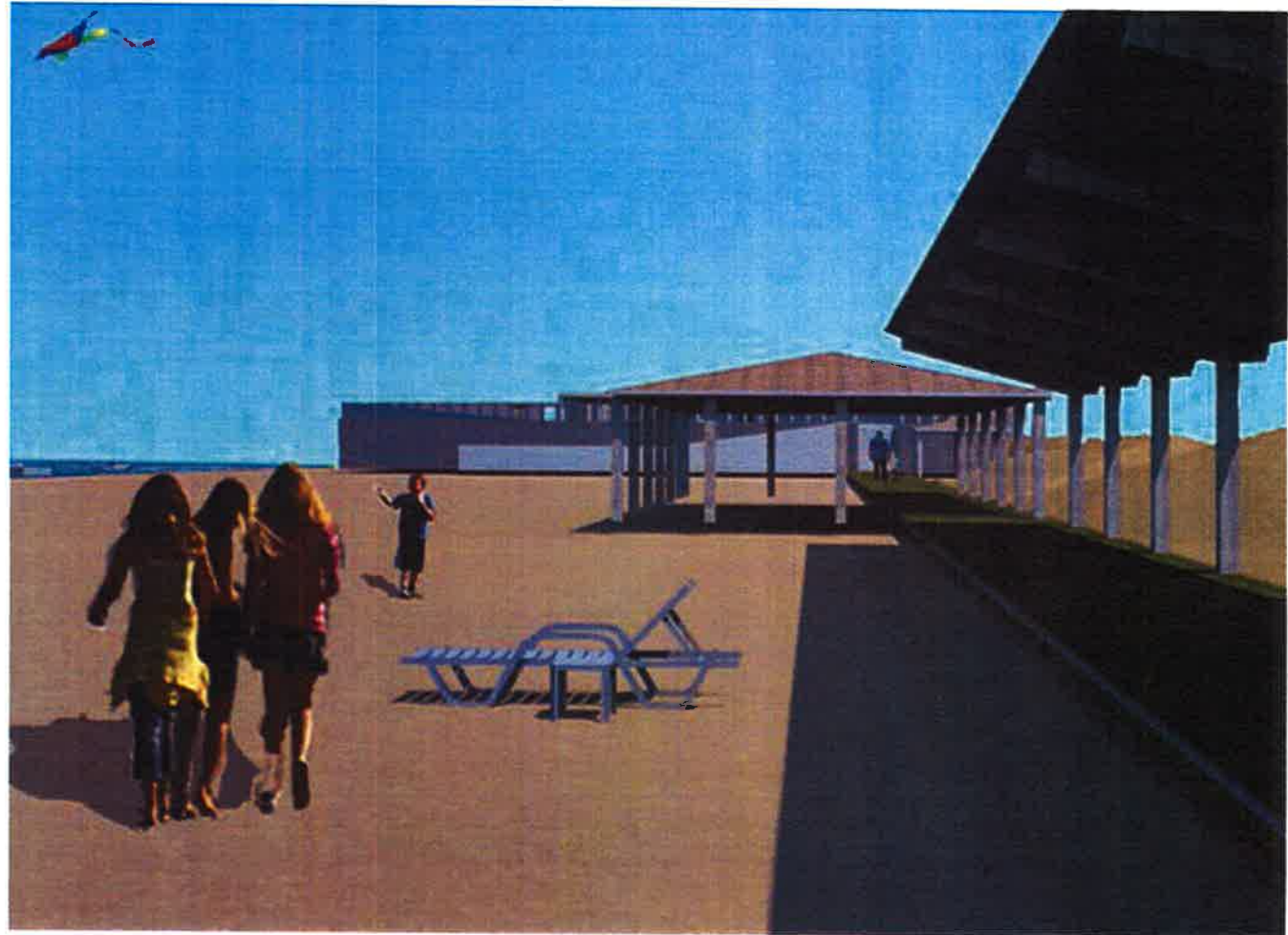
Strategy 1 : Family Beach

credentials can be checked, depending on the system used to fund and regulate Family Beach. Keeping the bayside pedestrian-friendly and limiting the availability of parking there, the quiet pleasures of Family Beach take on the quality of a true oasis.

Family Beach has been divided into separate areas, to help isolate and accommodate differing activities. This has been done to assure that users of the beach

can enjoy the diverse activities and amenities offered without interference by, or intrusion upon, other beach users. Movement along Family Beach will be accommodated by a small north-south boardwalk running below the west flank of the sandscape.

At the northern end of Family Beach, there are places to fish, rent non-motorized boats, and enjoy a freshwater pool. The bayfront provides users with a



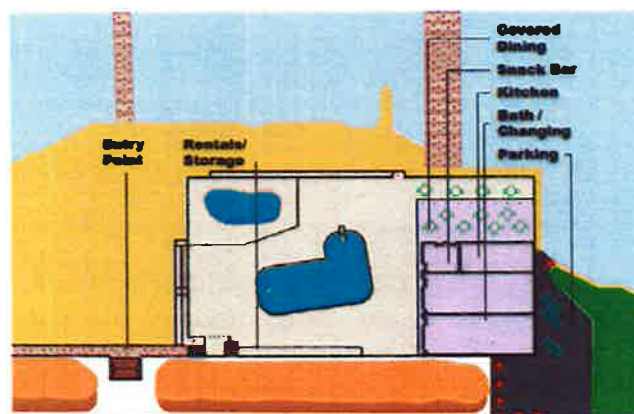
Beach and boardwalk, looking north
at Family Beach to the pool club



Strategy 1 : Family Beach

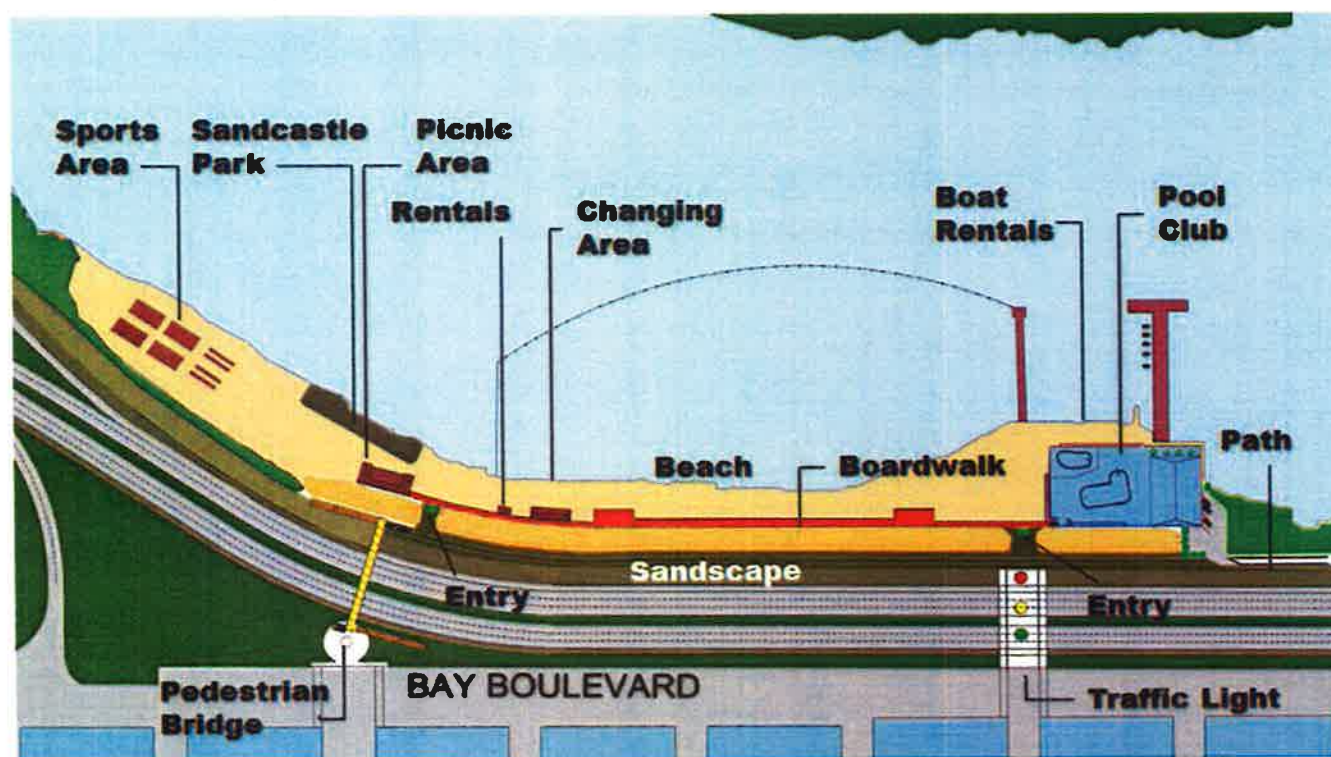
bathing area which will use nets to protect swimmers from unwanted nuisances like jelly fish, which has been described as a problem during the summer months. Along the beach there are covered areas of the beach for those who want a break from the sun, changing and showering facilities, chair and umbrella rentals, and a covered picnic area. To the south there is a separate area of the beach set aside for sports activities.

Allenhurst, New Jersey, a few miles to the north, hosts a fresh water (or salt water) pool on the waterfront, similar to that proposed here. For beach-goers with young children, there is also a children's pool. The proposed pool club will contain support facilities such as spaces to change, shower and rent bathing amenities. Also proposed is a snack bar with a covered outdoor dining area.



Pool Club Plan

Family Beach organization



Implementation

Bayside

Strategy 1 : Family Beach

Many family-friendly amenities are accommodated at Family Beach. Beachfront is set aside for a playground area, a covered picnic area, and an area for the creation and displaying of sandcastles. The "Sandcastle Park" has the potential to provide Seaside Heights with family-oriented promotions, such as sandcastle building contests. Such promotions have had great success in other New Jersey Shore communities, like Ocean City. As the beach becomes better known, its appearance on the horizon will signal excitement and interest for travelers crossing the bay.

Family Beach can provide the residents of Seaside Heights with an escape from the hectic summer frenzy, and can provide the community a place to gather and create stronger community bonds. It can also help to cement an important demographic, while taking advantage of an undeveloped gem.



Bayside Today



Same view, looking south at Family Beach



Strategy 2 : Eco-Preserve

Overview

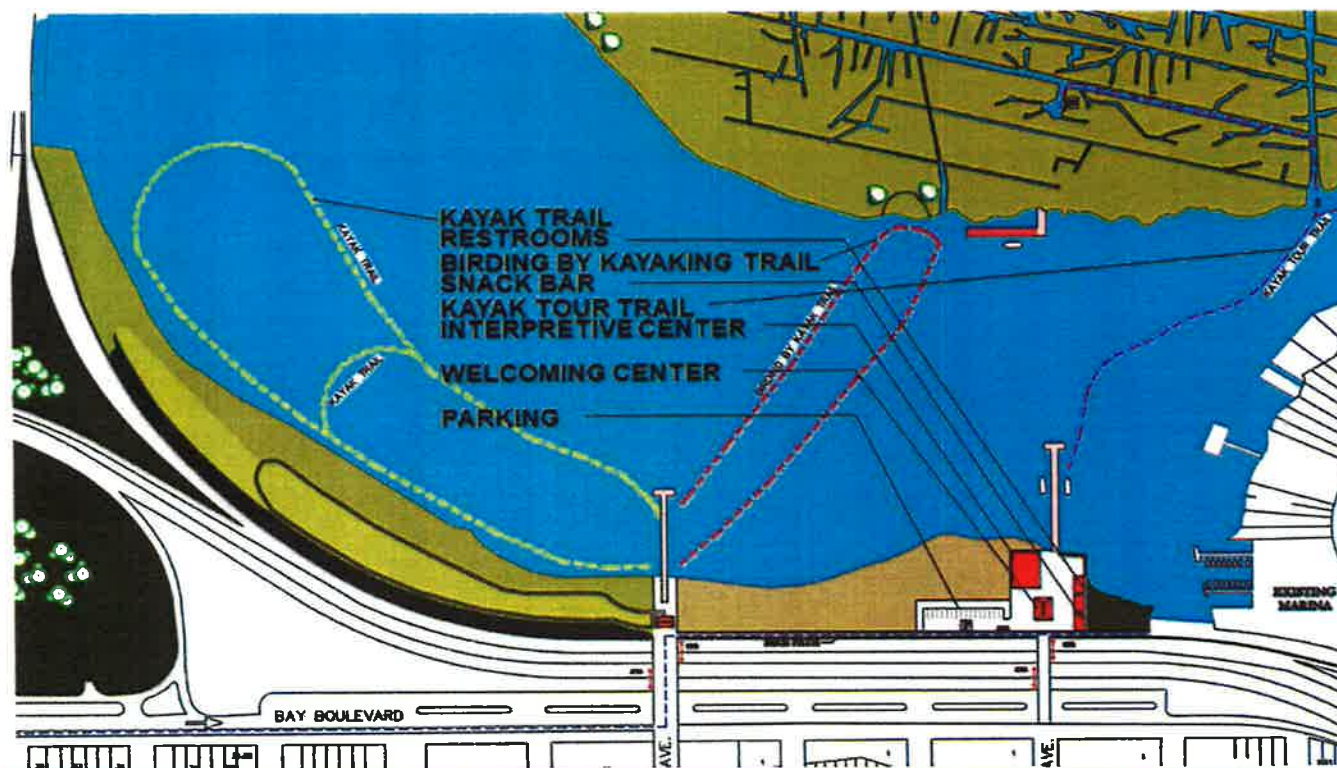
Rebuilding the natural environment for recreation and education is the goal of "Eco-Preserve," the second strategy for the bayside. The concept revolves around utilizing the natural features of Barnegat bay, such as Harbor Island, the introduction of a maritime parkland zone, and environmentally sensitive interaction with the natural environment to educate the community and visitors about the fascinating and diverse eco-systems found along the New Jersey coast. Sandy Hook and Island Beach State Park are two examples of how a natural environment has been introduced and functions with great success along the Jersey Shore.

The design of the Eco-Preserve is a conjunction of differing aspects to make it a memorable and exciting destination, offering visitors physical activities, along

with natural recreation and appreciation of the natural environment. Welcome and interpretive centers greet visitors to the Eco-Preserve. These modestly-scaled centers will be serviced by limited parking, mostly for workers and special needs visitors, along with a drop-off point for guests and buses. Limiting the impact on the natural environment is an essential element of the design of Eco-preserve.

The introduction of a Maritime parkland strengthens the idea of recreation in a natural environment. The parkland is set up in layers starting with a natural dunescape, followed by a thicket, and finally a tidal marsh area. The Maritime parkland will not only create a scenic vista for people entering Seaside Heights on Route 37, it has the potential to become a

Eco—Preserve master plan



Implementation

Bayside

Strategy 2 : Eco-Preserve



Precedent:
Green Acres habitat

popular destination for visitors and community members along a wide demographic spectrum.

A key aspect of the Eco-preserve is the utilization of Harbor Island. The island has the potential to become a destination for interaction and observation of the natural environment, and a platform for deeper education of the local ecology. The Vision Plan suggests the use of Harbor Island for such activities as bird watching and observation of other eco-systems.

Two bird blind areas are proposed, each with a viewing deck that allows visitors to see the natural habitat of birds from a higher location. These areas can help to educate visitors about species native to the area, such as the Osprey, as well as migrating birds.

The natural dredge channels will be used to get



Viewing areas



of Route 37). Over time the South Bay can develop into a natural environment that compliments the North Bay. The addition of Maritime parkland, fishing by kayaking trails and bayside activities such as "seine the bay" are all possibilities for the South Bay.

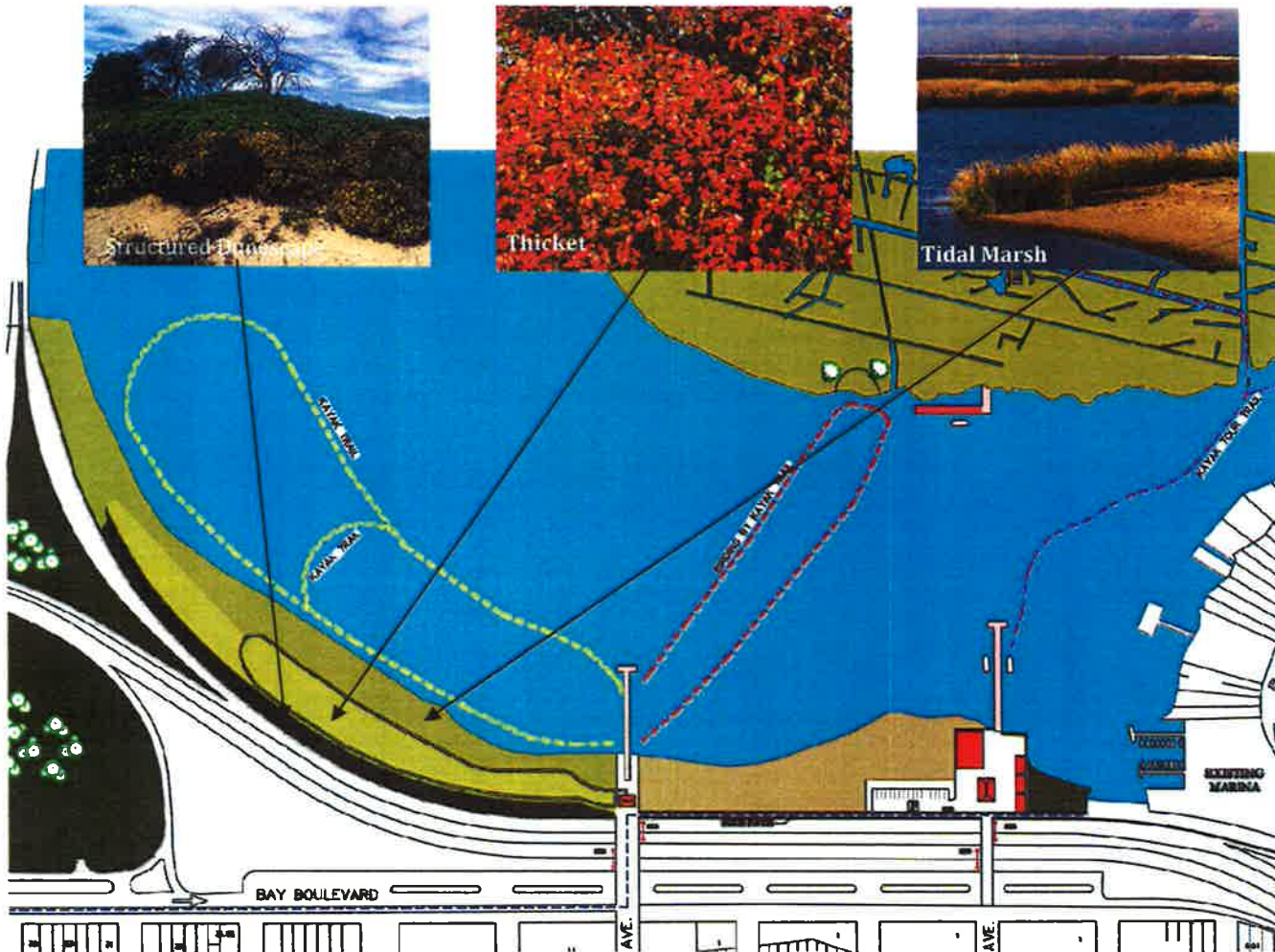
The intent of Eco-Preserve is to give Seaside Heights a more diverse and appealing identity, to preserve and utilize the natural environment, and to create a new destination for an ever-growing environmentally enthusiastic demographic.

Implementation

Bayside

Strategy 2 : Eco-Preserve

The diversity of a maritime park would itself be a strong attraction for students, residents and eco-tourists



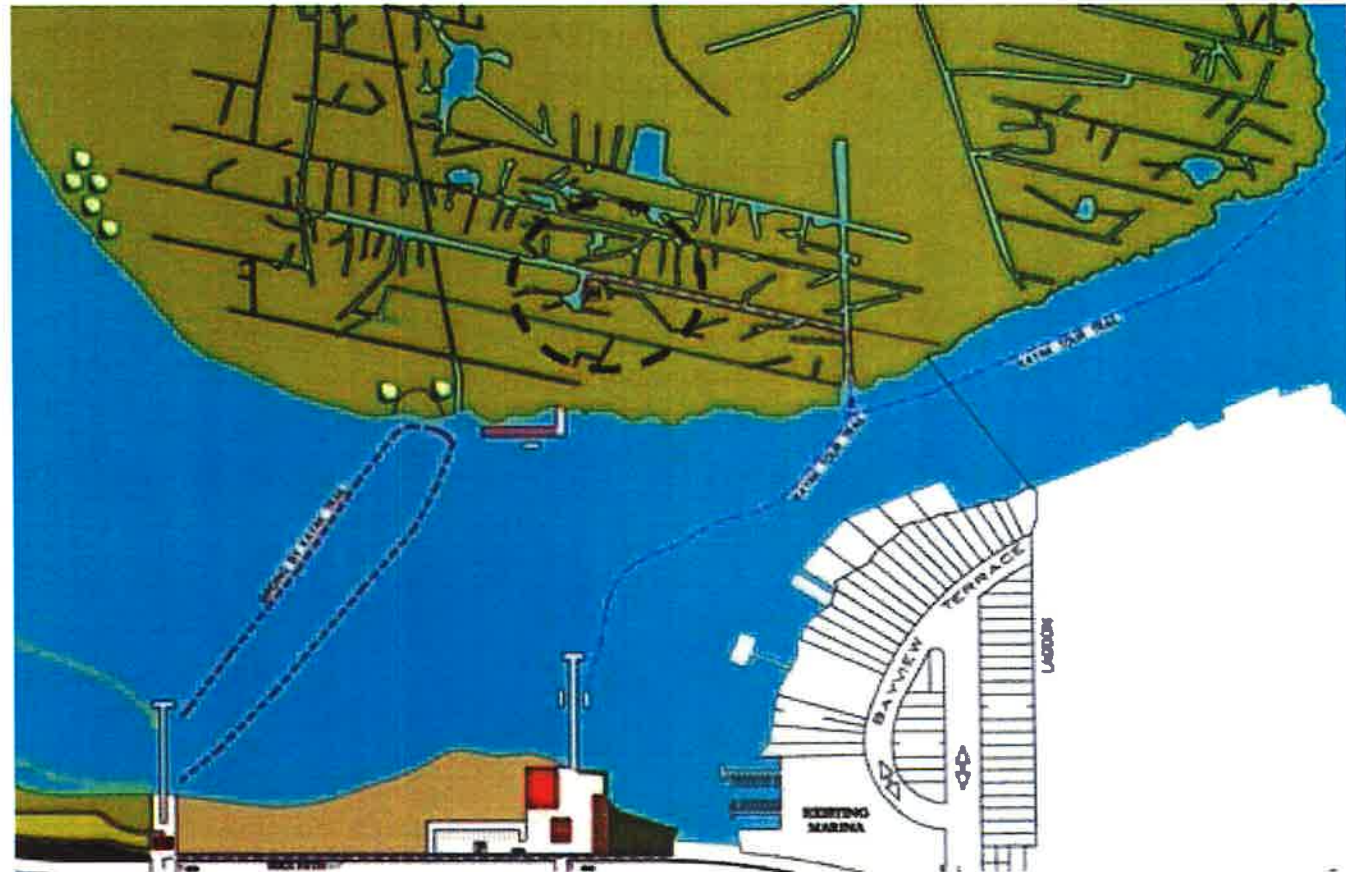
Implementation

Bayside

Strategy 2 : Eco-Preserve



Creation of a nature observation area on Harbor Island offers a diversity of activities for the eco-tourist.

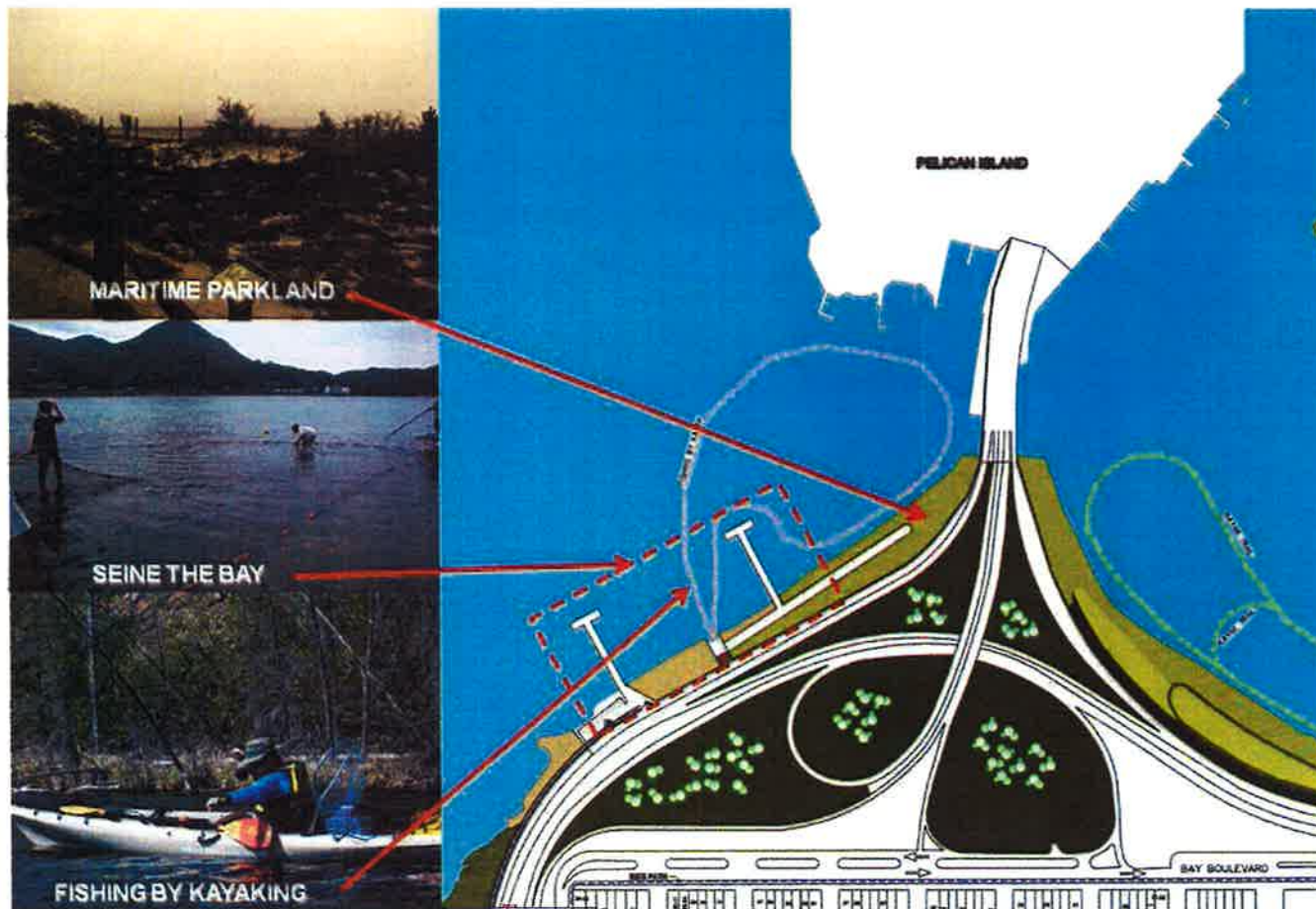


Taking advantage of a natural asset, Harbor Island offers great eco-tourism opportunities.



Strategy 2 : Eco-Preserve

Opportunities for preservation and eco-tourism are equally abundant in the South Bay



Bayside

Strategy 3 : South Bay

The south bay could become a commercial destination, transit hub and gathering place for special events

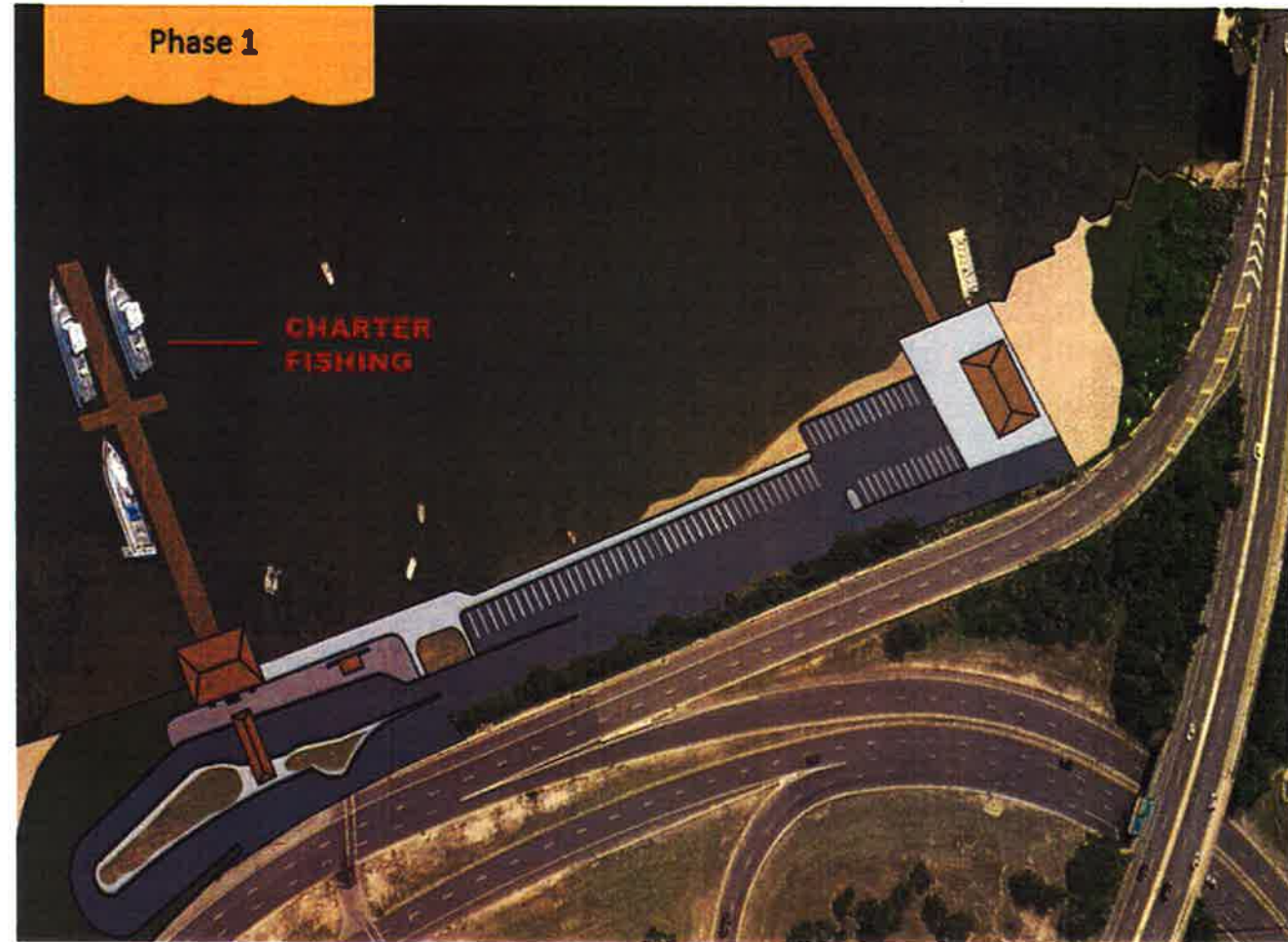


Overview

The third strategy for the bayside involves the phased development of the South Bay. This strategy is the most ambitious of the bayside strategies, but this strategy may be developed in conjunction with other Bayside and Access strategies. A problem shared between both the North and South Bay is the isolation created by existing traffic patterns. On the South Bay this problem is felt more acutely, since most of the strategies offered by the Vision Plan involve vehicular

access to the area. The existing traffic patterns only allow access to southbound traffic. This condition is addressed in the following South Bay strategies.

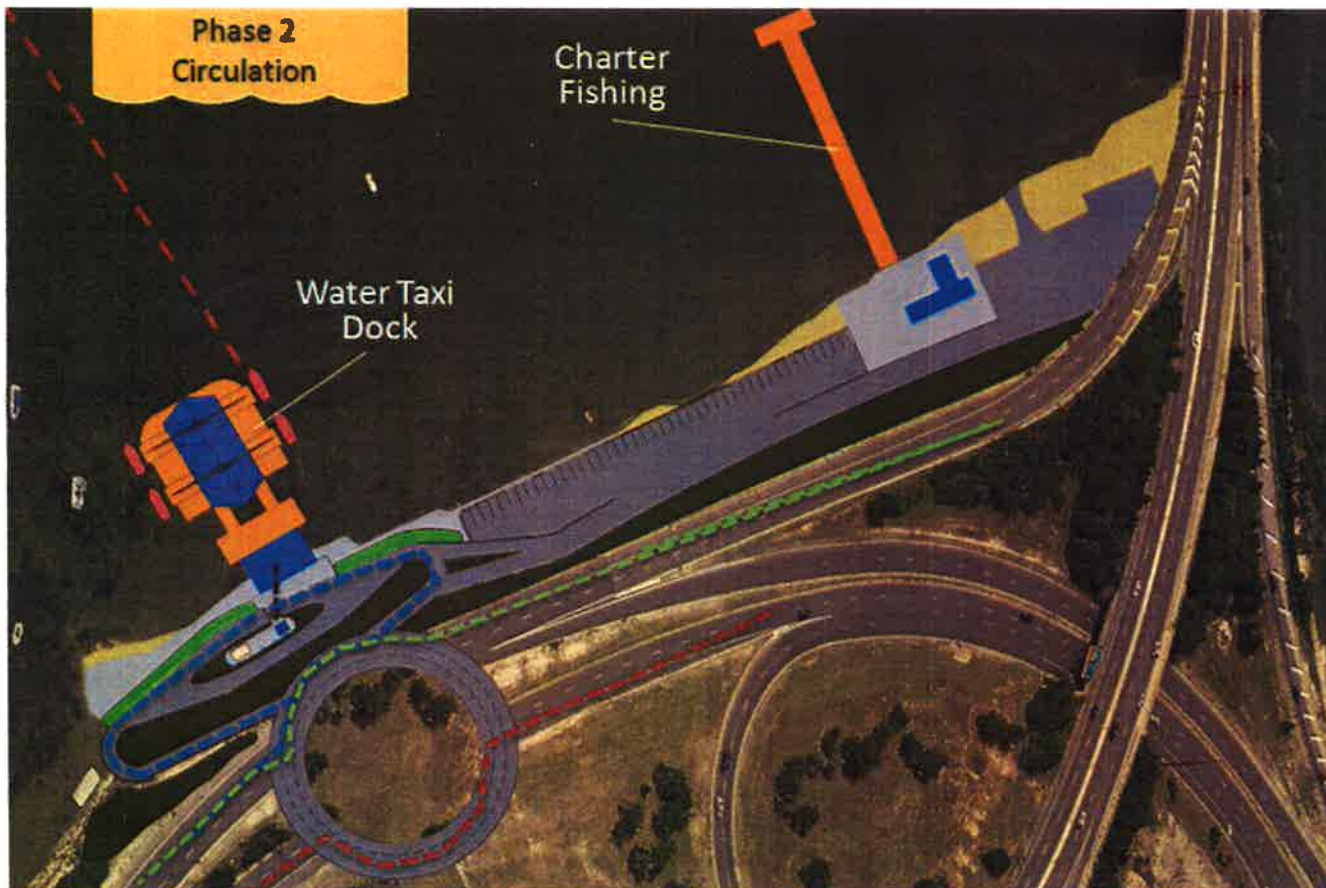
The South Bay portion of the Vision Plan has been divided into three separate phases. The first phase concerns the introduction of charter fishing services. The second phase involves the addition of ferry/water taxi service, as had been discussed in the earlier Access portion of the Vision Plan. This will make the



Early stages of South Bay development, with charter fishing, increased parking and turnaround



Strategy 3 : South Bay



South Bay with the introduction of water taxi service and a traffic circle

area a traffic hub; accordingly, the South Bay proposal includes a traffic circle. The third phase of design for the South Bay involves the development of a highly visible community focal point on the bayside.

The first phase of the South Bay development incorporates the addition of charter fishing docks. This strategy introduces a dock and chart house, which will contain necessary amenities to accommodate a charter fishing business. The existing businesses would be moved to the northern end of the South Bay. Along with the extended dock and entrance facility,

the Vision Plan outlines traffic patterns to handle the increased traffic based on the existing traffic patterns. To help alleviate traffic and parking issues, an area has been designated for shuttle bus pick-up and drop-off.

The second phase of the South Bay strategy introduces ferry service to the plan, in conjunction with those plans outlined in Access. A traffic circle enables the redirection in traffic that this new hub will require. The current situation only allows access to the South Bay while traveling southbound on Route

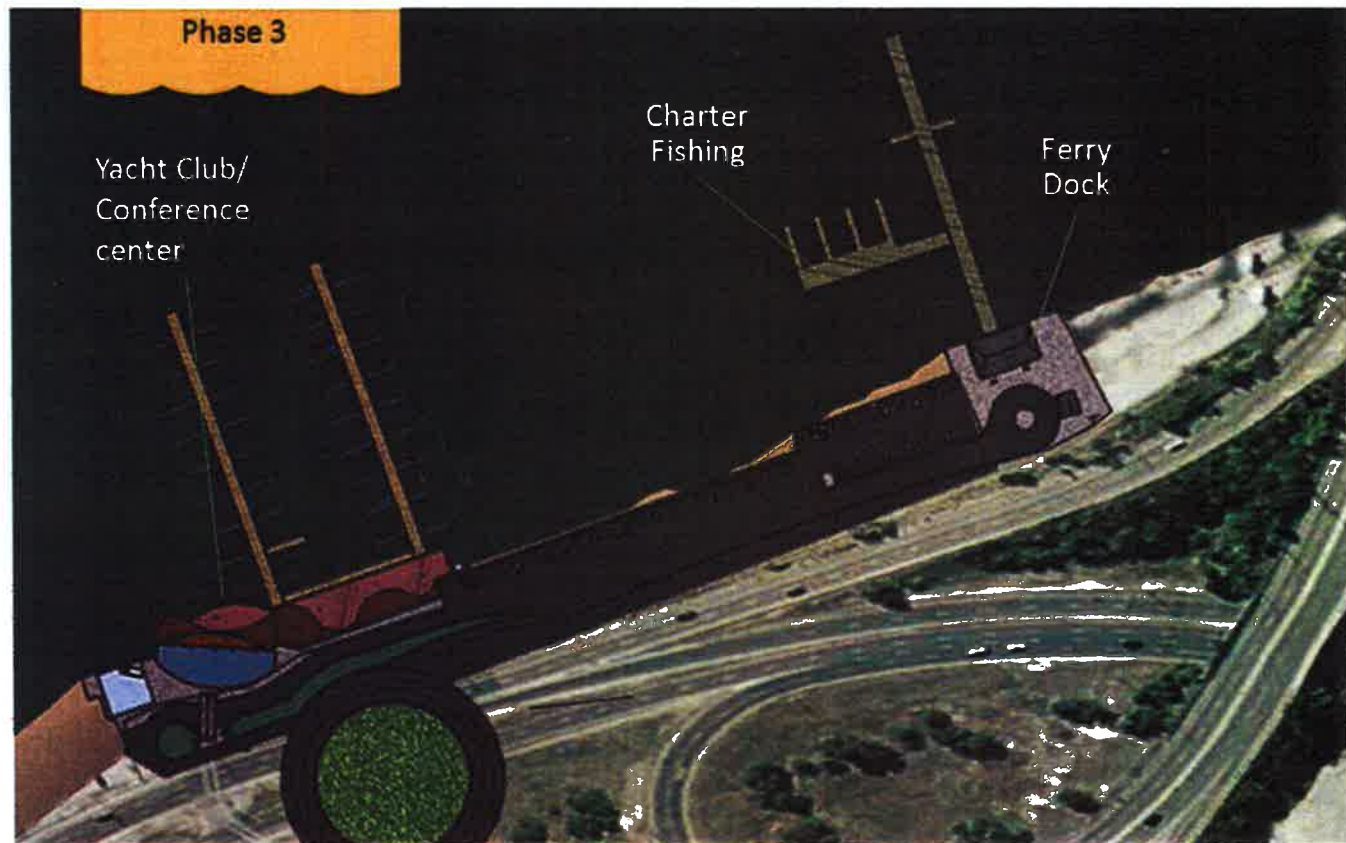
Strategy 3 : South Bay

35. Aware of the Department of Transportation's concern in keeping traffic flowing with little hindrance along this road, the proposal introduces a traffic circle as a solution to the situation. A traffic circle will increase access to the South Bay yet not significantly disturb the flow of traffic.

Of equal importance, ferry service into Seaside Heights can help alleviate Route 37 bridge traffic and the general congestion issues that the town faces each summer. It also offers the ability to cooperate with neighboring communities to create linking services. Finally, it has the added potential benefit of creating an industry in chartered harbor excursions.



Precedent: Floating ferry terminal proposal for New York



Transformed South Bay



Strategy 3 : South Bay

This conceptual drawing of a ferry terminal shows the possibilities of what could be. A high-functioning iconic structure along the bayfront offers a new face for Seaside Heights, along with increased commercial activity and the potential for relieving traffic congestion in Seaside Heights.

The third phase of South Bay concerns the building of a community focal point. The charter and ferry service are moved to the northern edge of the South Bay, and a yacht club/conference hall is introduced to the southern portion. To handle the expanding use and traffic volume that the third phase introduces, on-site parking has been increased in this scheme. Space is also retained for pick-up and drop-off of the shuttle bus at the club and at the ferry terminal.

Due to its location on the South Bay, the yacht club/conference center site will be one of the first structures seen as people travel east across the Route 37 bridge. Here again there is an opportunity to create an iconic structure that will provide a new face for Seaside Heights. The introduction of a memorable building has significant potential for branding, activity and revenue generation in Seaside Heights. As a community focal point, it also has the potential to strengthen community ties and reinvigorate both local and regional interest in Seaside Heights.



Aerial view of yacht club with shuttle stop



Parking area

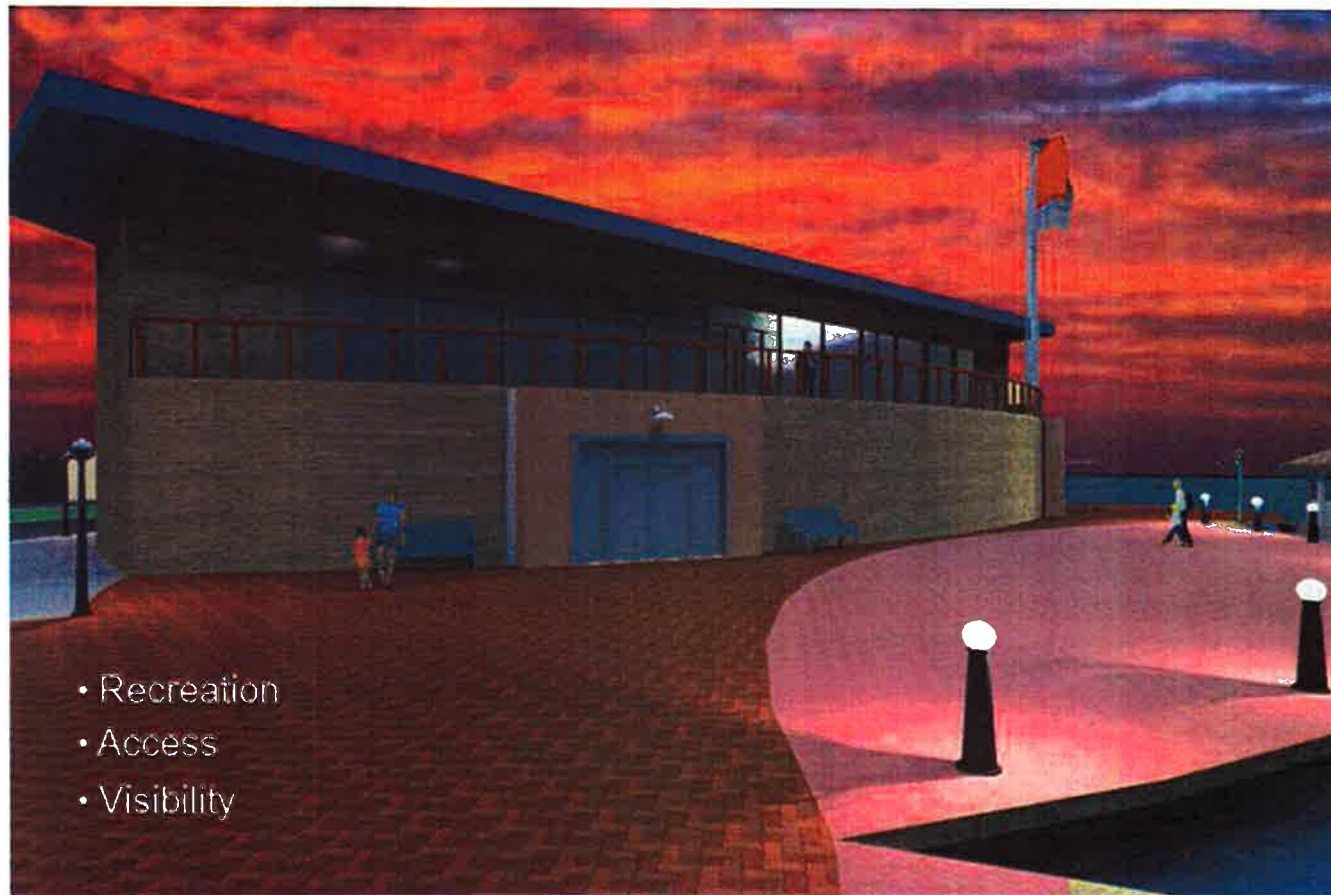


Ferry terminal and shuttle stop

Strategy 3 : South Bay



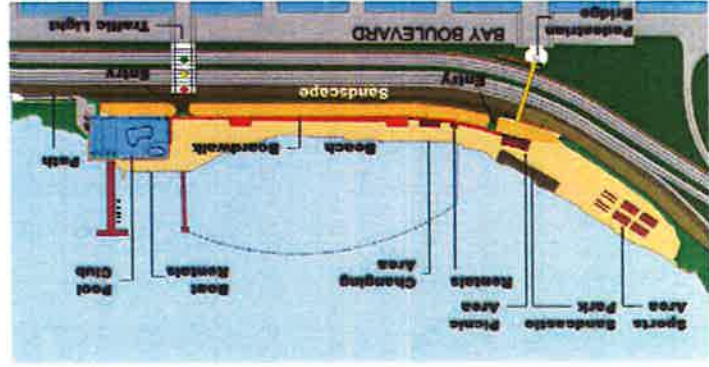
Yacht club with indoor and outdoor event space



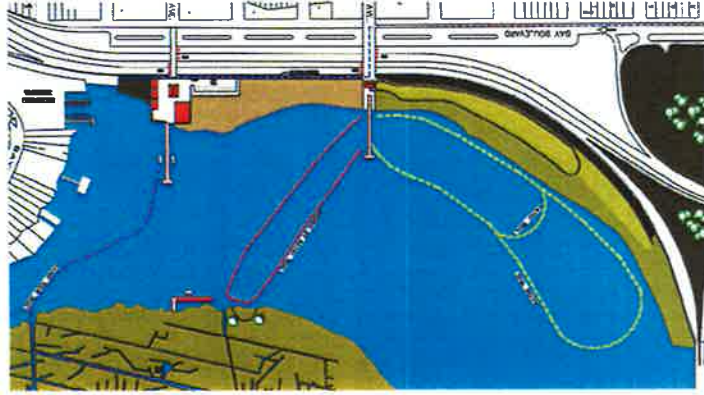
- Recreation
- Access
- Visibility

A community focal point and prominent landmark





Strategy 1 : Family Beach



Strategy 2 : Eco-Preserve



Strategy 3 : South Bay

Summary

Presented in this Vision Plan is a wide panorama of opportunities and solutions for the Borough of Seaside Heights. We summarize here the strategies presented to help the users of this plan better understand the concepts and goals behind these proposed implementations. Each of the following sections include solutions, varying from moderate to ambitious change, with a period of time attached as a reference point for how long it might take to accomplish the given goals.



The first area of implementation for this vision plan is that of **Access: Borough and Branding**. First impressions are an important part of creating a positive brand. The entry to Seaside Heights currently falls short of fulfilling this potential. As visitors arrive in Seaside Heights, visually stimulating landmarks and vistas are dulled by a confusing series of banal signs and exit ramps, which does little to signal "arrival," direct traffic into key areas of the borough, or capture the unique spirit of amusement found in Seaside Heights. In all the strategies proposed, new ideas for branding have been introduced, from the creation of new street signage to the re-branding of prominent landmarks.

"Greening of the West Side Arteries" is the first strategy presented to deal with the issues of access and branding. The goals of this plan include streamlining existing roads and parking areas in order to create more space for public use. Related goals include the introduction of traffic calming measures to improve access to the borough and the under utilized bayside.

Central features of this plan include: the creation of green space, claimed through a reduction of parking areas on Bay Boulevard; introduction of a new traffic

light for traffic-calming at the existing primary school, enabling pedestrian access to the bayside; a new bike path to encourage bayside activities and connections to the communities both north and south.

"Greening of the West Side Arteries" is the least ambitious of the Access strategies and could be fully implemented within 5 years.

"Taming of 35" is a more ambitious strategy. The goals of this, the second **Access** strategy, include: modified entry and exit points into and out of the borough; a streamlining of roadways, crossings and parking to create more space for public use; the slowing and reduction of traffic along with stronger branding to create a busier commercial district and improve bayside access.

An important component of "Taming 35" is the modification of the existing southbound Route 35 bypass, redirecting north/south traffic along Bay Boulevard. To assist with both traffic-calming and activation of the borough west of Route 35, traffic circles have been introduced. The introduction of water taxi service from neighboring communities brings new access to the borough and provides an exciting, viable alternative to the private automobile. In tandem with a shuttle bus service and a 800-space parking deck, the water taxi service is a powerful way to mitigate traffic inside the borough and connect the bayside with the ocean side.

"Taming of 35" could be implemented in stages in a 5 to 10 year period.

The central aspect for the third and final **Access** strategy, "Restoring Bay Boulevard," is the reuniting of the bayside and Seaside Heights. Key features of "Restoring Bay Boulevard" include the addition of multiple traffic lights and the introduction of a pedestrian bridge, allowing maximum access to the



Summary

SEASIDE HEIGHTS

SEASIDE HEIGHTS VISION PLAN
NJT SCHOOL OF ARCHITECTURE
with support from
BOROUGH OF SEASIDE HEIGHTS
OFFICE OF SMART GROWTH, NJ

ACCESS: BOROUGH AND BRAND

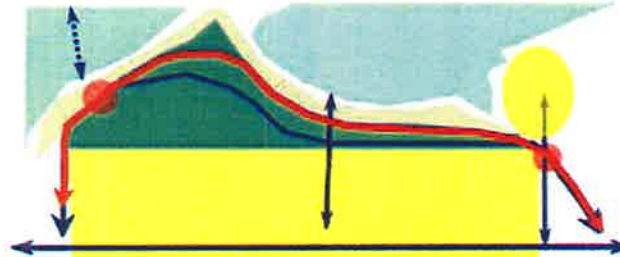
A. GREENING OF THE WEST SIDE ARTERIES

MODERATE CHANGE - 0 to 5 years



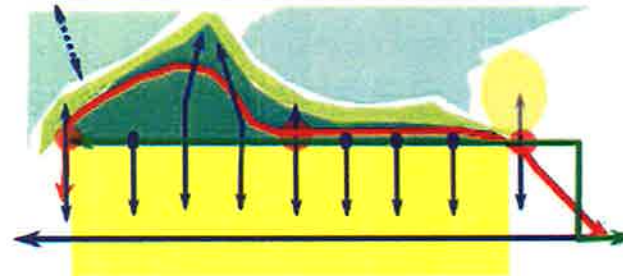
B. TAMING 35

SIGNIFICANT CHANGE - 5 to 10 years



C. RESTORING BAY BOULEVARD

AMBITIOUS CHANGE - 10 to 20 years



bayside and re-establishing the street grid. The creation of multiple access points disperses traffic more evenly throughout the town. New parking decks are also introduced, one near the bayside, connected to the pedestrian bridge, and another which is combined with a convention center.

Transportation alternatives include the introduction of water taxi service from neighboring communities and a shuttle bus service that would connect the parking decks with the oceanside and bay side. A

novel approach to transportation includes the creation of a new skylift along Grant Avenue, connecting the bayside parking deck and pedestrian bridge with the oceanside. Also included is a new bike path located at the interchange underpass of the now eliminated bypass.

"Restoring Bay Boulevard" is the most ambitious of the **Access** strategies proposed and may take from 10 to 20 years to be fully implemented.

Summary

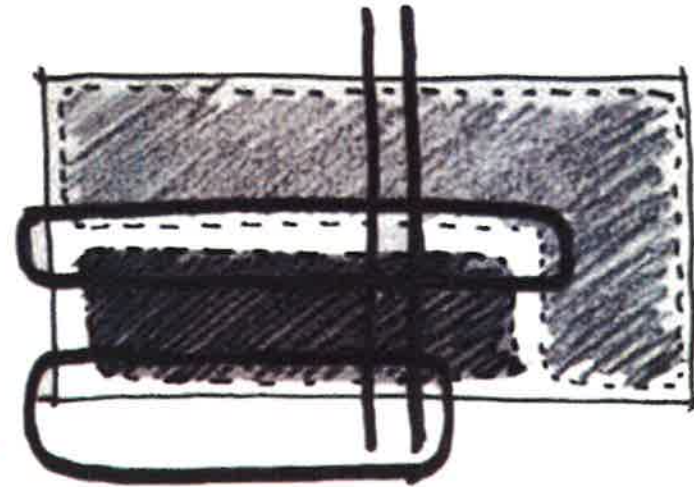
ZONES, STREETS
AND BUILDINGS

Zoning:

Transitions
Parking

Streets and Buildings:

Grant/ Sherman
Blvd/ Central
Hamilton/ Sumner
Res Neighborhoods



The next area of implementation for the Vision Plan is **Zones, Streets and Buildings**. The current stacked zoning condition in Seaside Heights often results in undesirable conditions. Conflicting uses abound, such as hotels next to single family homes, secondary structures toward the rear of property lines, haphazard parking, and inconsistent building setbacks. These incompatibilities result in unsightliness and justifiable complaints of noise pollution, light pollution, and unsafe conditions. This area of the Vision Plan looks to existing precedents for inspiration and provides solutions to deal with the negatives of the current zoning situation. The "Transitions" Plan proposes changes at all three critical urban scales: zoning, streets and buildings. The goals of this strategy are to strengthen downtown, resort and amusement districts, shape

civic spaces, and protect the residential fabric. Key aspects of this strategy include the clarifying of existing zones of use and creating transition areas that help to stitch together the inherently different, yet not incompatible, whole.

The "Transitions" Plan also proposes the re-conceiving of Grant and Sherman Avenue as primary entry and exit, respectively, into the borough. It also establishes Boulevard as a condensed mixed-use retail district, one that has the potential to function as a year-round destination. Finally, it seeks to benefit Seaside Heights' image and identity by having more uniform and orderly streetscapes.



BOARDWALK
DISTRICT**BOARDWALK
MAKEOVER**

Moderate Change – 0 to 5 years

SUNRISE DISTRICT

Significant Change – 5 to 10 years

**THE HEIGHTS AT
SEASIDE**

Ambitious Change – 10 to 20 years



Boardwalk District provides the next area of focus in the Vision Plan. The existing boardwalk district provides Seaside Heights with some of its most positive and enduring experiences. Unfortunately, it also lends to the negative branding issues associated with the borough.

The first strategy is that of “Boardwalk Makeover,” which updates the municipal character of the boardwalk infrastructure - from Ocean Terrace to the ocean - while maintaining existing uses along the entire boardwalk. This is the least ambitious of the strategies proposed and could be fully implemented within 5 years.

The second strategy is “Sunrise District,” which is a more aggressive approach to the Boardwalk District. This strategy’s key elements include renovating the

southern boardwalk, as well as the transition between Ocean Terrace and the beach, and the introduction of a series of medium density townhouses along the northern part of the boardwalk. This strategy could be implemented in 5 to 10 years.

The final and most ambitious strategy proposed for the Boardwalk District is called “The Heights at Seaside.” This strategy incorporates the redesign of both structure and usage along the boardwalk north of Casino Pier. This plan includes incorporating a vibrant mix of upscale and higher-density uses. New housing connects directly to the boardwalk and includes dedicated, covered parking. As the most ambitious of the Boardwalk District strategies, “The Heights at Seaside” could be implemented in 10 to 20 years.



Summary

SEASIDE HEIGHTS

SEASIDE HEIGHTS VISION PLAN
NJIT SCHOOL OF ARCHITECTURE
with support from
BOROUGH OF SEASIDE HEIGHTS
OFFICE OF SMART GROWTH, NJ

BAYSIDE

Family Beach

**Moderate Change - 0 to 5
years**

Eco Preserve

**Significant Change - 5 to 10
years**

South Bay

**Ambitious Change - 10 to 20
years**



The last area of focus of this Vision Plan is the most underutilized asset of Seaside Heights: **The Bayside**. Due to changes in infrastructure, particularly the construction of Route 35, the Bayside has been cut off from the rest of Seaside Heights for decades. Its reawakening, aided by access strategies noted above, is central to the creation of a more versatile, attractive and livable Seaside Heights. Visitors and residents alike stand to gain from the creation of appropriate Bayside amenities.

The first proposed Bayside strategy is "Family Beach". The goal of this plan is to create a family-friendly

bathing alternative along the Bayside of Seaside Heights. Key aspects of this plan include the creation of an isolated beachfront which offers a diversity of bathing and recreational activities. It also includes increasing access with pedestrian bridges and traffic-calming measures such as crosswalks and/or traffic lights. "Family Beach" is the least aggressive strategy proposed for the Bayside and the most quickly to be realized, within 5 years.

"Eco-Preserve" is the second Bayside strategy. The goal of "Eco-Preserve" is to create a sustainable and interactive Bayside, an educational environment that



is also a venue for eco-tourism. Key aspects of this strategy revolve around utilizing the natural features of Barnegat Bay, such as Harbor Island, the introduction of a maritime parkland zone, and environmentally sensitive interaction with the natural environment to educate the community and visitors about the special barrier island eco-systems found along the New Jersey coast. "Eco-Preserve" represents a significant change in the character and use of Bayside and could take 5 to 10 years to implement.

The final strategy for the Bayside involves the phased development of the "South Bay." This is the most ambitious of the bayside strategies, but it also may be developed in conjunction with other Bayside and Access strategies. The first phase of "South Bay" includes introduction of charter fishing services. The second phase includes the addition of ferry/ water taxi service, and critical access issues. The third and final phase includes the addition of a highly visible community focal point - a yacht club/conference center is proposed - which has the potential of becoming a new landmark for Seaside Heights, visible from near and far. "South Bay" represents ambitious change and would develop over 10 to 20 years.

DESIGN GUIDELINES

In interviews business owners and residents have repeatedly expressed an interest attracting families back to Seaside Heights. One of the best ways to do this would be through improving the Borough's physical appearance. Fortunately, Seaside Heights's already has an excellent resource in its existing housing stock. Although many of these buildings are in less than perfect condition, they have incredible potential if rehabilitated.

Many of the Borough's housing units are Craftsman bungalows built near the turn of the century and influenced by the Arts and Crafts Movement.¹ This architectural style is characterized by building heights of one to one and half stories, many windows, wide eaves with exposed rafters, low pitched roofs, porches with square columns, and the inclusion of built-in cabinets, shelving and seating.²

The first Craftsman bungalow was designed in Cape Cod in 1879 by William Gibbons Preston. This style was especially popular from 1905-1930.³ For many of Seaside Heights's Craftsman properties home improvements made for convenience's sake have concealed the original architecture. The before and after pictures of the bungalow at 715 Barnegat show the dramatic difference that relatively minor renovations, such as new windows and a paint job, can do to restore a property to its original appearance.

There are several approaches the Borough can use to encourage more property owners to rehabilitate their properties in accordance with Craftsman design standards.

Excerpt from
"Seaside Heights Revitalization Plan"
December 2005,
Bloustein School of Planning and
Public Policy.
Rutgers University
pp. 98-100



715 Barnegat Avenue (before). Photo courtesy Adrienne Stalek and Dave Pickel.



715 Barnegat Avenue (after). Photo courtesy of Adrienne Stalek and Dave Pickel.



Residential Properties

Pattern Books

First, the Borough could create a pattern book for property owners interested in renovating their properties. Norfolk, Virginia recently created a pattern book to help property owners rehabilitate their homes to their original state. Pattern books provide owners with the necessary information on which materials, colors, and styles to use to restore their homes to their original appearance. The principle operates on the concept that many people might be interested in home renovations, but are unsure of how to proceed.

Tax Incentives

If the Borough wishes to further encourage private property owners to rehabilitate their units, it could offer property tax incentives to those owners rehabilitating their properties in conformance with the Borough's pattern book. Another option would be for the Borough to allow owners to write off the costs of the upgrades.

Affordable Housing Rehabilitation Program

The most obvious area for the Borough to employ these design guidelines is in its affordable housing rehabilitation program. As previously mentioned, the Borough has yet to fulfill its Mount

Laurel Round Two obligation to rehabilitate 12 units of affordable housing. In financing these rehabilitations, the Borough should ensure that all work done helps to restore properties to their original appearance following the guidelines set in the pattern book. In fact, in this instance the Borough should implement the pattern books guidelines as mandatory design standards.

New Housing Construction

Although the era of the Craftsman bungalow has passed, Craftsman architecture is still common along the New Jersey shore. Builders recognize the inherent appeal of this style, and continue to offer homebuyers the opportunity to purchase homes in this style. For example, the models shown below are offered by Robinson Residential Design company to customers nationwide.

As an increasing numbers of tear-downs take place in Seaside Heights, the Borough would do well to consider mandating that new construction follow the Craftsman style. This would not preclude large single family houses or condos, but simply give the Borough a unique historical atmosphere, which would only serve to attract further investment. Furthermore, the Borough could ensure that all of its new affordable housing construction mandated by Mount Laurel Round Two and Three meet these design standards.



Series C, Robinson Plans



Series H, Robinson Plans

99

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Commercial Properties

Craftsman architectural standards could be applied to commercial properties as well. In fact, the image below shows elements of the Craftsman style are already evident in Seaside Heights commercial properties. This trend should be encouraged in properties outside of the New Orleans themed corridor. At minimum, the Borough could include commercial design specifications in its pattern book. If it wished to further pursue the matter however, the Borough could make funds available to commercial property owners, or could set Craftsman style as a mandatory design guideline for all new commercial construction.

Funding Sources

CDBG Grants

There are numerous funding sources the Borough could pursue to finance property rehabilitation. The first is the Community Development Block Grant program. This federal program distributes community development funds to municipalities. In fact, Seaside Heights participated in the program several years ago to help finance the New Orleans themed revitalization along Boulevard. Under the program, participating business owners along Boulevard were eligible to receive up to \$6,000 in matching grants for rehabilitation work consistent with New Orleans design standards.⁴

Historic District

Given Seaside Heights's large number of historic Craftsman bungalows and its legendary boardwalk, the Borough could also consider applying to have a section of the Borough put on the New Jersey Register of Historic Places. This designation would allow the Borough to pursue additional revenue streams.³ Simply being on the list of New Jersey Historic Places would likely attract more tourists to the Borough, which would be a worthy end in itself.





Seaside Heights c. mid twentieth century



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