2. Population
THE INDIVIDUAL CHARACTERISTICS OF A GROUP OF PEOPLE ARE IMPORTANT TO ANY DISCUSSION ON A MASTER PLAN BECAUSE NOT ONLY ARE THESE PEOPLE THE RECIPIENTS OF THE END PROCESS, BUT ALSO THE PARTICIPANTS. FOR SMALL MUNICIPALITIES, AN ERROR OF MINUTE PROPORTIONS CAN SKEW THE RESULTS DRASTICALLY; THEREFORE, RIGOROUS INDEPTH CALCULATIONS ARE NOT WARRANTED.

WHAT IS OF IMPORTANCE TO THE BOROUGH OF SEASIDE HEIGHTS IS THE CONFIGURATION OF THE MALE-FEMALE POPULATION AND ITS IMPACT ON THE WELL-BEING AND GROWTH OF THE BOROUGH.

ACCORDING TO THE LAST CENSUS (1970), THE UNITED STATES POPULATION WAS REASONABLY EVENLY DISTRIBUTED WITH ONLY A SLIGHT IMBALANCE AMONG FEMALES OVER 65. THIS IS ACCOUNTED FOR BY VIRTUE OF THE FACT THAT THE LIFE EXPECTANCY FOR MALES IS 67 YEARS VERSUS FEMALES OF 74 YEARS. THE YOUTH OF AMERICA COMPRISSE OVER 40% OF THE TOTAL POPULATION WITH THE BALANCE IN A DESCENDING ORDER.

AGE DISTRIBUTION
UNITED STATES
(in percent)
The Borough of Seaside Heights has significant differences and variations which are extremely important for planning purposes and for the vitality of the borough. Note the diminishment of population is seaside heights between 25 and 44 as compared to the United States statistics particularly in the female category. The implication is that there are fewer women in the child-bearing ages which will result in fewer births per 1000 population in seaside heights compared to the United States.

In conjunction with this is the marked increase of the population 55 and over. The implication is that the borough of seaside heights is a retirement community. Not in the sense in those areas located throughout the country but in which a person about to retire can settle in and derive a supplemental income through summer rentals.
The distribution of population in the under 24 category is Seaside Heights is also skewed towards the male gender while in the United States sample the distribution is approximately equal. This variance is potentially caused by the size of Seaside's population and that a small difference could offset the percentages remarkably.

Significantly, with a population distribution as noted, two simultaneous movements of population will occur: Firstly, the younger population will mature, assume their parental responsibilities and their parents' businesses. Inasmuch as the lucrative season for entrepreneurs is but 100 days, inevitably they will move to Florida or other locations in order to retain their income levels, this will imply fewer children in the school system although not in marked quantities. Secondly, the 55 and over group through natural attrition will eventually die and the ownership of their properties may or may not be obtained by other elders or more likely by absentee ownership. (Absentee ownership has significant implications in the housing market and shall be considered in greater depth within that segment of these studies.) This occurrence, however, will be slow inasmuch as the death rate of the population is slowing and the expected life span is increasing.

Population rate - United States
Death vs. Births
FROM INFORMATION FURNISHED BY THE BOARD OF EDUCATION OF SEASIDE HEIGHTS, IT IS NOTED THAT A GRADUAL DECREASE IN SCHOOL ENROLLMENT IS OCCURRING IN ALL GRADES EXCEPT THE SECOND WHICH IS INCREASING. THIS IS A MINOR FLUCTUATION OCCURRING THROUGH THE IN-OUT MIGRATION PATTERN OF THE ECONOMY.

ENROLLMENT DATA
HUGH J. BOYD ELEMENTARY SCHOOL
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<thead>
<tr>
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<td>K</td>
<td>14</td>
<td>23</td>
<td>32</td>
<td>25</td>
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<td>22</td>
</tr>
<tr>
<td>1</td>
<td>19</td>
<td>16</td>
<td>30</td>
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<td>5</td>
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<td>20</td>
<td>22</td>
<td>32</td>
<td>27</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>148</td>
<td>155</td>
<td>184</td>
<td>183</td>
<td>171</td>
<td>150</td>
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The implications are significant; they demonstrate very clearly an out-migration of population and coupled with the two preceding trends recognized, it is foreseeable that the Borough of Seaside Heights will have a declining population rate (contrary to the previous studies of the Ocean County 208 Program and the Community Affairs Department of New Jersey).
ANOTHER INDICATOR OF MUNICIPAL GROWTH IS THE NUMBER OF BUILDING PERMITS ISSUED OVER A PERIOD OF TIME. FOR SMALL, DEVELOPED COMMUNITIES WITH FEW LANDS AVAILABLE FOR RESIDENTIAL CONSTRUCTION THE VALIDITY IS SOMEWHAT QUESTIONABLE; NEVER-THE-LESS, IT IS ANOTHER INDICATOR AS TO THE GROWTH OR NON-GROWTH OF A MUNICIPALITY.

USING DATA SUPPLIED BY THE OCEAN COUNTY 208 STUDY, GROWTH IN THE BOROUGH HAS BEEN SPORADIC AT BEST AND LEADS THE SCHOOL DATA BY ONE YEAR WHICH ACCOUNTS FOR THE CONSTRUCTION AND RENT-OUT LAG TIMES.

<table>
<thead>
<tr>
<th>Year</th>
<th>Residential Permits</th>
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<tbody>
<tr>
<td>1970</td>
<td>39</td>
</tr>
<tr>
<td>1971</td>
<td>51</td>
</tr>
<tr>
<td>1972</td>
<td>0</td>
</tr>
<tr>
<td>1973</td>
<td>0</td>
</tr>
<tr>
<td>1974</td>
<td>51</td>
</tr>
<tr>
<td>1975</td>
<td>19</td>
</tr>
<tr>
<td>1976</td>
<td>-</td>
</tr>
<tr>
<td>1977</td>
<td>10</td>
</tr>
</tbody>
</table>
CONCLUSIONS

THE BOROUGH OF SEASIDE HEIGHTS, INFLUENCED BY PRESSURE BEYOND ITS BORDERS, WILL CONTINUE TO GROW, ALBEIT NOT AT THE RATE PROPOUNDED BY THE OCEAN COUNTY 208 STUDY. THIS GROWTH SHOULD BE APPROXIMATELY 10 PERSONS PER YEAR OR 100 PERSONS PER 10 YEARS.


THESE NUMBERS CAN BE MITIGATED QUICKLY BY ANY CHANGE IN THE VARIOUS PARAMETERS LISTED; HOWEVER, IT IS REASONABLY CERTAIN TO PLACE THE BOROUGH POPULATION IN THE YEAR 2000 AT APPROXIMATELY 1600 PERSONS YEAR-ROUND.
3. Community Facilities and Services
COMMUNITY FACILITIES AND SERVICES

BOROUGH OF SEASIDE HEIGHTS
OCEAN COUNTY, NEW JERSEY

INTRODUCTION

THE FACILITIES AND SERVICES PROVIDED BY A COMMUNITY DIRECTLY AFFECT
THE WELL BEING OF THAT COMMUNITY. THEREFORE, A PROGRESSIVE MUNICIPALITY MUST
RECOGNIZE ITS RESPONSIBILITY TO PROVIDE ADEQUATE COMMUNITY FACILITIES AND
SERVICES FOR ITS CITIZENS.

THE PURPOSE OF THIS STUDY IS TO ANALYZE THE FACILITIES AND SERVICES, WITH
THE INTENT OF PROVIDING A BASIS FOR FUTURE MASTER PLAN RECOMMENDATIONS REGARDING
THEIR ADEQUACY FOR PRESENT AND FUTURE DEVELOPMENT. THE ELEMENTS OF THIS STUDY
ARE:

RECREATION
LIBRARY
POLICE PROTECTION
FIRE PROTECTION
HOSPITALS
MEDICAL FACILITIES
GARBAGE COLLECTION & DISPOSAL
LIBRARY

SEASIDE HEIGHTS DOES NOT HAVE MUNICIPAL LIBRARY SERVICES OTHER THAN AS A COURTESY OF THE HUGH L. BOYD ELEMENTARY SCHOOL WHOSE FACILITIES ARE AVAILABLE TO THE RESIDENTS DURING WEDNESDAY EVENING HOURS AFTER THANKSGIVING AS A PART OF THE BOROUGH RECREATION PROGRAM. IN THE PAST, THE OCEAN COUNTY BOOKMOBILE MADE FREQUENT STOPS IN THE BOROUGH; HOWEVER, BECAUSE OF A LACK OF PARTICIPATION AND INTEREST, THE SERVICE HAS BEEN DISCONTINUED. THERE ARE NO FUTURE PLANS TO REINSTATE THE SERVICE AT THE MOMENT.

THE LIBRARY DOES, HOWEVER, PROVIDE SERVICE TO THE ISLAND WITH (3) STOPS IN SEASIDE PARK AND (1) STOP EACH IN ORTLÉY BEACH, WEST POINT ISLAND AND LAVALLETTE. THE STOPS IN SEASIDE PARK ARE SEGREGATED INTO TWO PARTS: JANUARY - JUNE AND JUNE - SEPTEMBER WITH THE SUMMER SEASON REALIZING AN AVERAGE OF (214) BOOKS PER DAY BEING CIRCULATED. THE WINTER RATE IS (67) BOOKS PER DAY.

IT MUST BE CLEARLY UNDERSTOOD THAT THE BOOKMOBILE ONLY STOPS ONCE OR TWICE A MONTH AND AS SUCH THE VOLUME COULD BE EXPECTED TO DROP SOMEWHAT SHOULD A FULL-TIME FACILITY BE DEVELOPED.

THERE ARE NO STATISTICS INDICATING THE TOTAL SEASIDE HEIGHTS RESIDENT DEMAND, BUT UNDOUBTEDLY THERE MUST BE SOME, HOWEVER SMALL IT MAY BE.
MEDICAL FACILITIES

Currently there are two dentist and one doctor's offices within the borough; each is in a separate building at a different location.

There have been discussions in the past about locating a medical facility in the borough which could handle the immediate and daily needs of the residents. To date, no progress has been made to finalize plans for this facility.
HOSPITALS

THE BOROUGH OF SEASIDE HEIGHTS, AS WELL AS THE OTHER MUNICIPALITIES ALONG ISLAND BEACH, DO NOT HAVE A HOSPITAL BUT RATHER UTILIZE THE SERVICES OF POINT PLEASANT HOSPITAL AND COMMUNITY MEMORIAL HOSPITAL IN TOMS RIVER; BOTH HOSPITALS ARE CURRENTLY UNDERGOING EXPANSION AND RENOVATION WORK. THE BRICK TOWNSHIP HOSPITAL HAS BEEN APPROVED AND GRANTED A CERTIFICATE OF NEED; THEREFORE, CONSTRUCTION IS EXPECTED TO BEGIN SHORTLY.

THE YEAR-ROUND RESIDENT POPULATION WOULD HARDLY ADD TO THE DAILY WORK LOAD OF THESE HOSPITALS BUT THE SUMMER PEAK POPULATION WOULD, WHICH IS ONE OF THE RESULTS OF THE PLANNED EXPANSION PROGRAM.

CURRENTLY, COMMUNITY MEMORIAL HOSPITAL HAS 199 MEDICAL-SURGICAL BEDS, 18 OBSTETRICS BEDS AND 12 PEDIATRIC BEDS WITH AN ADDITIONAL 128 BEDS PROPOSED HAVING APPROXIMATELY THE SAME PERCENTAGE OF DISTRIBUTION OF USE.
THE BOROUGH OF SEASIDE HEIGHTS IS AMONG THE MANY MUNICIPALITIES WHO COLLECT AND TRANSPORT THEIR OWN SOLID WASTES. AMONG THOSE MUNICIPALITIES THE BOROUGH OF SEASIDE HEIGHTS RANKED AS BEING THE HIGHEST-PER-CAPITA WITH THE MUNICIPALITIES OF BEACH HAVEN, SURF CITY AND SHIP BOTTOM BEING NEXT. THIS IS PROBABLY ATTRIBUTABLE TO THE EXTREMES OF FLUCTUATION IN RESIDENTIAL POPULATION, NARROW-CONFINED STREETS, TRAFFIC CONGESTION AND THE DISTANCE NECESSARY TO TRANSPORT THE WASTE FOR DISPOSAL.
<table>
<thead>
<tr>
<th>MUNICIPALITY</th>
<th>EXPENDITURE</th>
<th>POPULATION</th>
<th>PER CAPITA COST</th>
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<tbody>
<tr>
<td>SEASIDE HEIGHTS</td>
<td>$79,434</td>
<td>1,330</td>
<td>$59.73</td>
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<tr>
<td>BEACH HAVEN</td>
<td>89,800</td>
<td>1,585</td>
<td>59.66</td>
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<tr>
<td>SURF CITY</td>
<td>66,335</td>
<td>1,260</td>
<td>52.65</td>
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<td>SHIP BOTTOM</td>
<td>59,000</td>
<td>1,180</td>
<td>50.00</td>
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<td>SEASIDE PARK</td>
<td>74,100</td>
<td>1,490</td>
<td>49.73</td>
</tr>
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<td>LAVALLETTE</td>
<td>71,000</td>
<td>1,510</td>
<td>47.02</td>
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<tr>
<td>STAFFORD</td>
<td>186,000</td>
<td>4,960</td>
<td>37.50</td>
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<tr>
<td>LITTLE EGG HARBOR</td>
<td>161,518</td>
<td>4,785</td>
<td>33.76</td>
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<td>LACEY</td>
<td>203,929</td>
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<td>24,700</td>
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<td>744,600</td>
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<td>S. TOMS RIVER</td>
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<td>9.10</td>
</tr>
<tr>
<td>LAKewood</td>
<td>254,782</td>
<td>32,945</td>
<td>7.73</td>
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THE OCEAN COUNTY SOLID WASTE DISPOSAL MANAGEMENT STUDY BY M. DISKO ASSOCIATES PROPOSES TO UTILIZE A TRANSFER STATION IN THE BOROUGH OF WHICH WOULD COLLECT ALL OF THE MATERIAL FROM THE ISLAND MUNICIPALITIES AND THEN TRANSFER THEM TO THE MAIN-LAND AT ONE TIME.
FIRE PROTECTION

THE BOROUGH OF SEASIDE HEIGHTS IS PROVIDED FIRE PROTECTION BY THE SEASIDE HEIGHTS VOLUNTEER FIRE COMPANY LOCATED ON SHERMAN AVENUE, ADJACENT TO THE POLICE STATION. THE COMPANY PROVIDES FIRE PROTECTION COVERAGE FOR SEASIDE HEIGHTS, PELICAN ISLAND AND ORTLEY BEACH.

THE FIRE FIGHTING EQUIPMENT OF THE COMPANY INCLUDES THE FOLLOWING:

1948  FORD 500 GALLON PUMPER-HOSE TRUCK
1954  LAFRANCE 750 GALLON PUMPER-HOSE TRUCK
1955  G.M.C. PUMPER-HOSE TRUCK
1972  IMPERIAL PUMPER-HOSE TRUCK
1959  PERCH LADDER TRUCK
1954  VANS (2), ONE USED BY THE LADIES AUXILIARY AS A REFRESIMENT VEHICLE

THE COMPANY BASE RADIO IS PART OF A COUNTY-WIDE FIRE COMPANY COMMUNICATIONS SYSTEM THAT ENABLES MUTUAL AID AGREEMENTS TO OPERATE BETWEEN NEIGHBORING FIRE COMPANIES. THE 52 ACTIVE MEMBERS OF THE COMPANY ARE ALERTED TO FIRES THROUGH A FIREMAN'S ALERT SIGNAL IN THEIR HOMES WHICH SOUNDS WHEN THE FIRE SIREN IS ACTIVATED.

THE FIRE INSURANCE RATING ORGANIZATION OF NEW JERSEY HAS ESTABLISHED GENERAL STANDARDS FOR RATING THE ADEQUACY OF FIRE PROTECTION WITHIN A COMMUNITY. ACCORDING TO THE CRITERIA OF THIS ORGANIZATION: A PUMPER-HOSE TRUCK SHOULD BE WITHIN THREE-QUARTERS (3/4) OF A MILE TRAVEL DISTANCE OF COMMERCIAL DEVELOPED AREAS: WITHIN ONE AND ONE-HALF (1-1/2) MILES TRAVEL DISTANCE OF MEDIUM OR HIGH-DENSITY, THREE DWELLINGS OR MORE PER ACRE; RESIDENTIAL AREAS; AND WITHIN THREE MILES TRAVEL DISTANCE OF ALL PROTECTED AREAS.
POLICE PROTECTION

THE BOROUGH POLICE DEPARTMENT HEADQUARTERS IS LOCATED IN THE BOROUGH HALL ALONG SHERMAN AVENUE BETWEEN PARTICK TUNNEY BOULEVARD AND CENTRAL AVENUE. THE STAFF CONSISTS OF 17 FULL-TIME POLICE OFFICERS WITH AN ADDITIONAL 40 OFFICERS EMPLOYED DURING THE SUMMER MONTHS. DEPARTMENT EQUIPMENT INCLUDES (20) RADIO-EQUIPPED, LATE-MODEL PATROL CARS, (1) UNMARKED PATROL CAR, ONE VAN, (1) PICK-UP TRUCK, (1) JEEP AND (3) CUSHMAN MOTOR SCOOTERS. OTHER DEPARTMENT EQUIPMENT INCLUDES RADAR AMARATUS RIOT CONTROL EQUIPMENT, FINGERPRINTING AND PHOTOGRAPHY EQUIPMENT OPERATED BY QUALIFIED PERSONNEL AND A COMMUNITY WIDE CLOSED-CIRCUIT TELEVISION SYSTEM.

THE PRIMARY PROBLEMS ENCOUNTERED BY THE DEPARTMENT ARE THE LARGE INFLUX OF SUMMER RESIDENTS AND VISITORS IN THE SUMMER AND THE LARGE NUMBER OF VACANT HOUSES IN THE WINTER. ACCORDING TO POPULATION ANALYSIS OF THIS SERIES, THE PERMANENT POPULATION OF SEASIDE HEIGHTS IS ESTIMATED TO BE APPROXIMATELY 1,300 PERSONS. HOWEVER, THE SUMMER POPULATION IS ESTIMATED TO BE AT LEAST 125,000 PERSONS DURING THE PEAK-WEEKEND. A POLICE DEPARTMENT IN SUCH A COMMUNITY MUST, IN REALITY, PROVIDE POLICE PROTECTION FOR TWO DIFFERENT COMMUNITIES.

A GENERALLY ACCEPTED GUIDE FOR DETERMINING THE NUMBER OF POLICEMEN REQUIRED FOR A GIVEN POPULATION IS 1.5 TO 2.0 FULL-TIME POLICEMEN FOR EVERY 1,000 PERSONS. THEREFORE, THE MINIMUM STANDARDS FOR SUMMER AND WINTER POPULATIONS ARE AS FOLLOWS:

\[
\frac{1300}{1000} (1.5) = 2.0 \quad \text{WINTER}
\]

\[
\frac{125000}{1000} (1.5) = 187 \quad \text{SUMMER}
\]
ACCORDING TO THESE STANDARDS THE DEPARTMENT SHOULD HAVE A MINIMUM OF 187 FULL-TIME OFFICERS IN THE SUMMER IN COMPARISON TO THE 57 MEN CURRENTLY ON THE STAFF. THE RECOMMENDED STANDARD IS NOT PARTICULARLY APPLICABLE TO THE SPECIFIC CHARACTERISTICS OF SEASIDE HEIGHTS INASMUCH AS EXTREME VARIATIONS OCCUR IN THE POPULATION DURING ANY GIVEN DAY. BECAUSE OF THE SPECIAL CIRCUMSTANCES PREVAILING, THE POLICE FORCE IS CURRENTLY ADEQUATELY STAFFED; HOWEVER, DEMAND OF INDIVIDUAL FACILITIES MAY OFFSET THIS BALANCE DRAMATICALLY. BECAUSE THE BOROUGH RETAINS THE HOUSING STOCK APPROPRIATE FOR A COMMUNITY OF 10,000 PERSONS DURING THE WINTER, IT CANNOT BE THOUGHT OF AS REQUIRING THE POLICE PROTECTION OF A COMMUNITY OF 1,000 PERSONS. THE TOTAL NUMBER OF DWELLING UNITS IN THE BOROUGH IS CURRENTLY ESTIMATED TO BE 1,179 PLUS 94 APARTMENT BUILDINGS, OF WHICH ESTIMATED 10%, ARE OCCUPIED ALL YEAR ROUND. THE PATROLLING OF THE VACANT HOUSES CAN BE A BURDEN ON A COMPARATIVELY SMALL POLICE FORCE; THEREFORE, THE PRESENT STAFF OF 17, NORMALLY PROVIDING COVERAGE FOR A COMMUNITY OF 8,500 PERSONS IS REQUIRED DURING THE WINTER IN THE BOROUGH BECAUSE OF THE SPECIFIC NEEDS OF THE COMMUNITY.
RECREATION

RECREATIONAL FACILITIES MUST BE CONSIDERED AN ELEMENT OF PRIMARY IMPORTANCE IN PROVIDING FOR THE HEALTH, HAPPINESS, AND WELL-BEING OF THE RESIDENTS OF A COMMUNITY.

THE DEVELOPMENT OF RECREATIONAL AREAS IN SPECIFIC COMMUNITIES MUST BE CONSISTENT WITH THE NEEDS AND DESIRES OF THE RESIDENTS OF THAT COMMUNITY. ALSO LIMITATIONS ARE PLACED ON RECREATIONAL DEVELOPMENT DUE TO THE QUANTITY AND TYPES OF AVAILABLE LAND. THERE ARE, HOWEVER, GENERAL CRITERIA THAT SHOULD BE CONSIDERED IN THE DEVELOPMENT OF RECREATIONAL AREAS. BOTH ACTIVE AND PASSIVE RECREATIONAL OPPORTUNITIES SHOULD BE AVAILABLE FOR THE USE OF VARIOUS AGE GROUPS. FOR EXAMPLE, SMALL NEIGHBORHOOD PLAYLOTS GENERALLY MEET THE ACTIVE RECREATIONAL NEEDS OF PRE-SCHOOL CHILDREN. LARGER PLAYFIELD AREAS OFFERING BALLFIELDS AND GAME COURTS PROVIDE ACTIVE RECREATION FOR COMPETITORS AND PASSIVE RECREATION FOR SPECTATORS. THESE FACILITIES ARE UTILIZED BY BOTH SCHOOL-AGE CHILDREN AND ADULTS. RECREATIONAL OPPORTUNITIES CAN BE PROVIDED IN THE FORM OF WALKING PATHS AND BEACH AREAS FOR ADULTS, PARTICULARLY THE ELDERLY. LARGE NATURAL PARKS OFFERING SWIMMING, PICNIC, AND NATURE AREAS PROVIDE BOTH ACTIVE AND PASSIVE FORMS OF RECREATION FOR ALL AGE GROUPS.

THE BOROUGH OF SEASIDE HEIGHTS IS FORTUNATE IN THAT A SHORE COMMUNITY PROVIDES BEACH AREAS THAT MEET MOST OF THE CRITERIA FOR THE VARIOUS TYPES OF RECREATIONAL AREAS LISTED ABOVE. THAT IS, TO A LARGE EXTENT, AN EXTENSIVE BEACH AREA PROVIDES BOTH ACTIVE AND PASSIVE RECREATIONAL OPPORTUNITIES FOR ALL AGE GROUPS. SEASIDE HEIGHTS PROVIDES PUBLIC BEACH AREAS THE ENTIRE LENGTH OF THE BOROUGH’S OCEAN FRONTAGE.
FURTHER, THE BOROUGH HAS A PUBLIC DOCK AND BEACHES ALONG BARNEGAT BAY AT THE WESTERN TERMINUS OF KEARNEY AVENUE AND PORTER AVENUE.

FURTHER, ADJACENT TO THE HUGH J. BOYD ELEMENTARY SCHOOL, THERE ARE PLAYGROUNDS AND OTHER FACILITIES FOR RESIDENT ENJOYMENT.

AUGMENTING THESE BOROUGH-OWNED FACILITIES ARE THE AMUSEMENT PIER AND BOARDWALK WHICH NOT ONLY SERVICE THE YOUTH BUT ALSO THE SENIOR CITIZEN. PRIVATE ENTERPRISE HAS CONTRIBUTED SIGNIFICANTLY TO THE AVAILABLE SUPPLY THEREBY PLACING THE BOROUGH AT A DISTINCT ADVANTAGE IN SERVICING THE NEEDS OF ITS RESIDENTS.
4. Transportation and Circulation
TRANSPORTATION & CIRCULATION
TRANSPORTATION AND CIRCULATION PLAN

AT ITS INCEPTION, THE BOROUGH OF SEASIDE HEIGHTS HAD BUT ONE ROAD
(THE BOULEVARD) AND SHERIDAN AVENUE WHICH WAS BUILT BY MR. HEIRING SO THAT HE
COULD WALK TO THE OCEAN AND THE BAY EACH DAY. IN 1914, THE FIRST BRIDGE WAS CON-
STRUCTED TO PELICAN ISLAND (BEING 24 FEET WIDE AND HAVING A 50 FOOT LONG DRAW
SPAN).

WITH THE BOARDWALK BEING BUILT AND WITH ITS OPENING IN MAY 1919, SEASIDE
HEIGHTS BLOSSOMED AS A RESORT COMMUNITY CULMINATING WITH A NEW BRIDGE BEING
BUILT IN 1950 AND THE MAIN ACCESS ROAD (ROUTE 37) BEING WIDENED DURING THE LATE
1960's AND EARLY 1970's

TODAY SEASIDE HEIGHTS CONSISTS OF 11.32 MILES OF ROADWAY OF WHICH 6.85 MILES IS
MAINTAINED BY OCEAN COUNTY, .87 BY THE STATE AND THE BALANCE BY SEASIDE HEIGHTS.
Most streets in the east-west direction consist of one-way traffic arteries designed in such a manner as to alleviate difficult turning movements and/or to allow more traffic to move efficiently from one place to another.

Traffic lights are minimized (4 locations) in the borough in order to direct and coordinate flows.

Except during the summer months, there does not exist any regular mass transit facilities by which to facilitate movement of people. The borough is serviced by Transport of New Jersey and Philip J. Norello, Inc. on a regular basis during the summer with the year-round shopper and activity-runs augmented by small borough-owned and operated buses.
CURRENTLY PROPOSED IS AN OCEAN COUNTY BUS SYSTEM WHICH WOULD BE 70% FEDERALLY FUNDED. ALTHOUGH THE STATE OF NEW JERSEY WILL ALSO ABSORB SOME OF THE COSTS, AT LEAST A PORTION...MUST BE BORNE BY THE COUNTY.

THIS PROPOSED SYSTEM WOULD EXTEND FROM LAVALLETTE TO SEASIDE PARK CONNECTING THE ISLAND SHOPPING CENTERS TO THE MAINLAND COMPLEX. IT WILL BE QUITE SIMILAR TO THE STAFFORD TOWNSHIP - LONG BEACH ISLAND EXPERIENCE IN THAT IT WILL OPERATE ON A DEMAND BASIS ONLY.
ALTHOUGH THE COUNTY IS OPTIMISTIC ABOUT IMPLEMENTING THIS SYSTEM, COST AND OTHER FACTORS HAVE DELAYED IT BEYOND THE FORESEEABLE FUTURE. IN THE INTERIM, THE COUNTY IS PURSUING OTHER MODES AND FORMS OF MASS TRANSIT FACILITIES IN ORDER TO IMPLEMENT A SYSTEM (TO BETTER ASSIST THE RESIDENTS).

THE DEMAND FOR 1,000 TO 2,000 TRIPS PER DAY MAKES THE PROPOSED SYSTEM ENTICING TO SAY THE LEAST. INASMUCH AS SURFACE TRANSPORTATION SYSTEMS MUST BE UTILIZED, IT DOES NOT APPEAR THAT MASS TRANSIT WILL ALLEVIATE PARKING AND CONGESTION WITHIN THE AREA, AND, IN FACT COULD INCREASE CONGESTION BY ADDING MORE VEHICLES TO THE PRESENT TRAVEL SYSTEM.

INASMUCH AS THE PROPOSED COUNTY SYSTEM IS NOT OPERATIONAL, THE PRIMARY ROAD NETWORK BECOMES ALL TOO IMPORTANT. THE BOROUGH OF SEASIDE HEIGHTS, AS ARE MOST OTHER ISLAND COMMUNITIES, CONSISTS OF A RECTANGULAR ROAD PATTERN HAVING ONE OR MORE ARTERIALS TRAVERSING NORTH-SOUTH WITH COLLECTORS AND FEEDERS PREDOMINANTLY IN AN EAST-WEST DIRECTION.

ALL OTHER STREETS ARE TERMED LOCAL STREETS WHOSE PRINCIPAL FUNCTION ARE:

TO PROVIDE VEHICULAR AND PEDESTRIAN PASSAGEWAYS; TO ACT AS EASEMENTS FOR UTILITIES;
TO ACT AS OPEN SPACES BETWEEN BUILDINGS; AND TO PROVIDE FOR THE PARKING OF AUTOMOBILES.

RECENT SURVEYS CONDUCTED IN THE BOROUGH INDICATE THERE ARE APPROXIMATELY
10,000 PARKING SPACES AVAILABLE TO THE VISITOR OF WHICH 40% ARE FREE. THESE ARE
DISTRIBUTED AS FOLLOWS:

1,800 SPACES METERED,
2,200 SPACES ON SIDE STREETS AND UNMETERED,
2,000 SPACES WITHIN COMMERCIAL PARKING LOTS,
3,500 SPACES IN PRIVATE DRIVEWAYS, HOTELS, MOTELS, ETC.,
500 SPACES ELSEWHERE AND FREE.

WITH AN ANTICIPATED JULY 4TH WEEKEND CROWD OF 125,000 PERSONS, THESE 10,000 SPACES
BECOME A PREMIUM.
5. Utility Service Plan
IN ORDER TO SERVICE THE RESIDENT POPULATION AND PROVIDE PEAK LOAD CONVENIENCE, THE EXISTING INFRASTRUCTURE MUST BE ANALYZED IN ITS PRESENT STATE AS WELL AS PROVIDE A CONCEPT OF FUTURE NEEDS. THE BOROUGH SUPPLIES THREE IMPORTANT SERVICES TO ITS RESIDENTS:

SANITARY SEWERAGE, WATER, AND ELECTRICITY. EACH POSSESS ITS OWN UNIQUE AND COMPLEX PROBLEMS, ALL OF WHICH ARE DYNAMIC RATHER THAN STATIC.
SANITARY SEWERAGE

THE BOROUGH HAS PERMITS FOR THE EXISTENCE OF ITS PRESENT SANITARY SYSTEM AND A DISCHARGE ALLOCATION TO FLUSH INTO THE ATLANTIC OCEAN. THIS SYSTEM WILL SOON BE ABANDONED IN FAVOR OF THE REGIONAL WASTEWATER SYSTEM BEING CONSTRUCTED BY THE OCEAN COUNTY SEWER AUTHORITY.


THIS SYSTEM WILL BE SERVICED BY TWO PLANTS--THE NEW ONE UNDER CONSTRUCTION IN BERKELEY TOWNSHIP AS WELL AS THE EXISTING DOVER SEWERAGE AUTHORITY PLANT IN ORTLEY BEACH.

THE EXISTING PLANT IN SEASIDE HEIGHTS WAS CONSTRUCTED IN 1949 WITH A DESIGN CAPACITY OF 2.2 MILLION GALLONS PER DAY. THE AVERAGE DAILY FLOW FROM THIS PLANT FOR THE PERIOD 1973 TO 1975 WAS:
WATER SERVICE

The borough has its own municipal water system currently being expanded and improved. As is typical with any municipal system resident, complaints center around a high iron content, bad taste and occasional odors. Nevertheless, the system does provide potable water to its customers and services fire hydrants and commercial establishments without the fear of loss of service because of the loss of electricity.

Seaside Heights' four wells vary from 156 to 439 feet deep with capacities of 5 to 23 g.p.m./ft. These wells primarily draw water from the Kirkwood formation and one also draws from the local water table. The Kirkwood formation is chiefly fine-grained micaceous quartz sand varying upwards of 100 feet thick.

The 1976 water use for Seaside Heights and its neighbors was:

- Seaside Heights: 402,383,000
- Seaside Park: 219,234,000
- Lavallette: 188,275,000

For Seaside Heights this represents an average of 1.1 m.g.d. which implies a decreasing population—(population study and sanitary sewer flows). The maximum allowable draw for the wells is 2.12 m.g.d. which implies the system is currently adequate although if growth should dramatically occur as it did in 1974-75, the capacity would be marginal at best.
ELECTRICAL

THE BOROUGH OF SEASIDE HEIGHTS IS ONE OF FIVE MUNICIPALITIES IN NEW JERSEY WHICH SUPPLY RESIDENTS WITH ELECTRICITY. THE BOROUGH PURCHASES THE POWER FROM JERSEY CENTRAL POWER AND LIGHT, THEN SUPPLIES AND SERVICES ITS RESIDENTS, READING METERS AND BILLINGS AS NECESSARY.

SINCE 1977, THE BOROUGH HAS BEEN READING AND BILLING ON A MONTHLY BASIS IN AN EFFORT TO OFFSET THE EVER INCREASING RATE OF JERSEY CENTRAL POWER AND LIGHT.
6. Housing
Housing

A man's castle is his home.
There are many potential solutions and/or causations to municipal housing problems, each possessing many varying characteristics which create the planning dilemma. Results in larger municipalities are easier to foresee because blocks and/or neighborhoods can be entirely revitalized without abnormal disruption of municipal services and/or residential living habits, however, within small municipalities any radical departure from a normal form of living creates extreme fluctuations within residential patterns.

In Seaside Heights there are no blighted neighborhoods, rather there are scattered individual residences in various degrees of disrepair yet still serviceable but unpleasant to the eye of the beholder. Virtually in all instances these residential units could be rehabilitated and placed back into the serviceable housing market however, for reasons known but to the owner they have not done so. For the municipality to impose upon the owner to rehabilitate his unit, situations much like our center cities could again be created in that the owner would eventually abandon the residential unit moving elsewhere and leaving it's disrepair unneeded because of the costs involved and the increase in taxes because of the upgraded dwelling worth.
This situation is further compounded by the discontinuity of ages within the Borough of Seaside Heights. The perponderance of the population are either over sixty-five, under twenty-four or those in the middle age bracket living elsewhere coming to Seaside only for the short summer tourist season. This creates a dilemma in that persons between twenty-five to sixty-five normally are those who would maintain their homes to some high degree of aesthetic residential standard and also lending assistance to the elderly persons in maintaining their homes. Throughout this period the youth of the community are away at school and normally would not consider utilizing their time off to the rehabilitation of living units.

![Age Distribution Diagram]

It can be surmised the youth of a community would remain after their formal education to assume the responsibilities of their parents. However, the trend now, as in the past, has been for the youth to assume the leadership role of their parental businesses, staying in the Borough of Seaside Heights for 100 days and the balance of the year residing and working in Florida at other resort communities.
Further compounding the problem during the winter months underprivileged individuals are placed within a variety of homes in the Borough of Seaside Heights. Although it is a social responsibility to properly house and care for the underprivileged unfortunately it is also recognized that these individuals are normally not responsible for damages and/or upkeep but have the tendency to be rather lax thereby resulting in an increased residential degredation. There can be no solution to this social problem other than the out right fact of denying entrance to the people. The Department of Housing and Urban Development establishes a basic need for a region of housing unit availability and upon the determination contacts the municipality to determine the acceptability of that need. Unfortunately the municipality's reaction is a non-binding effort and coupled with recent court decisions each municipality must now render its, fair share of housing to the underprivileged. Unfortunately fair share housing is subsidized and therefore affords an absentee property owner additional income, as such units are rented without consideration to the community proper.

The only real solution to the problem is a hope that commercial enterprises currently rejuvenating and reconstructing their unit will encourage through various financial and economic considerations the rehabilitation and improvement of the existing housing stock. This can be especially fruitful through the financial lending institutions in that they could require the unit be completely serviceable and aesthetically pleasing and balanced within the majority of the community prior to securing a loan. A close coordination and cooperation needs to be accomplished between the Planning and Zoning Board of the Borough of Seaside Heights and various financial lending institutions at work in order for this idealization to be realized through cooperative rather than regulatory efforts.
FIRST YOU SEE IT.....
The Hotel Baltimore at the corner of Webster and Central, Seaside Heights, as it appeared last week and the same corner as it appeared on Saturday after a wrecking crew had finished their work.

...THEN YOU DON'T
The former Ampere Hotel and Bar was demolished to make way for construction of a local office of the Ocean County National Bank of Point Pleasant and ultimately a small shopping mall is planned.
With the complexity of the different forms of housing available in the Borough and considering the mobility of the population there are very few structures which are in disrepair.

### Mobility of Population
**Borough of Seaside Heights**

<table>
<thead>
<tr>
<th>Year of Occupancy of Dwelling Unit</th>
<th>Number of Residents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent Resident</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Before 1949</td>
<td>56</td>
<td>4.5</td>
</tr>
<tr>
<td>1950 to 1959</td>
<td>136</td>
<td>11.0</td>
</tr>
<tr>
<td>1960 to 1964</td>
<td>359</td>
<td>29.1</td>
</tr>
<tr>
<td>1965 to 1966</td>
<td>125</td>
<td>10.2</td>
</tr>
<tr>
<td>1967</td>
<td>49</td>
<td>4.1</td>
</tr>
<tr>
<td>1968</td>
<td>115</td>
<td>9.3</td>
</tr>
<tr>
<td>1969 to 1970</td>
<td>221</td>
<td>17.9</td>
</tr>
</tbody>
</table>

A "windshield survey" conducted during October 1978 in the Borough disclosed 26 units in disrepair and 5 in critical need of immediate rehabilitative action. These units account for less than one percent of the total housing stock estimated to be approximately 2,620 units.

A "windshield survey" is one conducted from an automobile and by walking through the residential areas. Because of liability and trespass laws, no effort to encroach or enter upon properties was made, as such, units located in the rear of a lot were observed only if visible from a street.

Housing quality is purely subjective and interpretative. The individual who sees a house possesses different ideas as to its desirability and physical condition. Two standards were utilized within this analysis to determine housing quality;

**Disrepair:** Units which are in need of substantial amounts of paint, doors and windows broken or missing, steps or other portions in need of repair in order to make them useable.

**Immediate Rehabilitative:** This utilizes the same parameters as before but the severity of the situation requires that action be taken as soon as possible in order to protect life, limb and properties of others.

During the survey, many of the units classified as Disrepair were actually being reconstructed by the owner or contractor. However, the extent of repairs necessary indicated that substantial time intervals would be necessary to completely reconstruct the unit into a useable and serviceable structure. The voluntary reconstruction effort does illustrate the healthiness of the Borough and the desire to maintain Seaside in its present form.
DISREPAIR: A sound structure requiring minor maintenance or major repairs such as a new porch, new siding, or other repair which would require a substantial expenditure of money to accomplish.
IMMEDIATE REHABILITATIVE—Some evidence—such as a crumbling foundation, sagging roof, or building wall—that the structure is unsound, or in need of major repairs that could involve thousands of dollars worth of labor and materials. Normally, a structure classed as Immediate Rehabilitative would be beyond repair in terms of upgrading the structure to sound condition.
Since the Mt. Laurel decision and the doctrine of Fair share housing the New Jersey Division of State and Regional planning in May 1978 issued a text for Public Review and Comment, entitled A Revised Statewide Housing Allocation Report for New Jersey. This document identifies the parameters upon which the Allocation is based and establishes a variety of goals for housing in each municipality in the State.

The plan only identifies Low and Moderate Income group needs and excludes other incomes - By definition the income groupings are as follows predicated on family budget information as established by the U.S. Department of Labor in 1970.

<table>
<thead>
<tr>
<th>1970 Households</th>
<th>68,362</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990 Population</td>
<td>356,633</td>
</tr>
<tr>
<td>1990 Average Household Size</td>
<td>2.71</td>
</tr>
<tr>
<td>1990 Households</td>
<td>131,599</td>
</tr>
<tr>
<td>1970-1990 Household Growth</td>
<td>63,237</td>
</tr>
<tr>
<td>% Low &amp; Moderate Income</td>
<td>51.9</td>
</tr>
<tr>
<td>1970-1990 Low &amp; Moderate Income Growth</td>
<td>32,820</td>
</tr>
</tbody>
</table>

Borough of Seaside Heights

<table>
<thead>
<tr>
<th>Base Housing Need-Deficient Units</th>
<th>57</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970 Low &amp; Moderate Income Units</td>
<td>49</td>
</tr>
<tr>
<td>1970-1990 Growth Need</td>
<td>820</td>
</tr>
<tr>
<td>1970-1990 Fair Share Allocation</td>
<td>49</td>
</tr>
</tbody>
</table>

Source: New Jersey Division of State and Regional Planning.
7. Land Use
Land Use
People use land in many ways some beneficial and others not.
Within the Borough, because raw unused land is scarce, properties are utilized
to their maximum and often beyond the safe limits of practical and rational
thinking.

Yet there are many areas of vacant land existing. Beaches, Bay Front, lawns
and yards and the ever prevalent parking lots create a patchwork quilt of open
space. This openness provides the benefit of a safety valve to visitors and resi-
dents alike and coupled with the minimal height (35') of most structures the qual-
ities of Urban life are mitigated.

Unfortunately greed in many instances dictates the use of land and the density
or capacity to be derived therefrom. On many lots single family dwellings have
been built which although small by today's standards are adequate to service the
needs of the resident without undue encroachment upon his neighbor—Today we
discover these same minimal lots being converted into duplexes or tri-plexes,
a scheme far beyond the practical carrying capacity. Commercial uses, particulary
Motels, are placed on lots totally inappropriate for the use. Although parking
and required open space is provided the locations become such that access ways are
nonexistent and in case of an emergency the likelihood of undue distraction
of life and property would result. Throughout this investigation it was discovered
many instances of over utilization and outright abuse of properties.

Within this report specific cases will not be cited but rather generalized
situations with idealized solutions and commentary presented. No effort will
be made to unduly criticize the use of land but practical and useful solutions
will be sought.
RESIDENTIAL

By using aerial photography there are approximately four regions of different densities each of which is unique in itself. The Borough density ranges from 4 to 25 units per acre and unfortunately the densest area is the one with deficient road widths and other problems which implies an over use of land. (See Map) Surprisingly there is no correlation between deficient dwelling units and residential density although this could be because of the relative age of the individual units rather than neighborhoods.

In as much as entry onto individual properties was not made, many living units were undiscovered and true quantity of units per lot was not determined. From on-site observation however it appears that many 20' x 100' lots have more than one dwelling unit thereon and in some cases three to four.

Currently in vogue is conversion of the rear of properties to Multi-Family two and three story building to be used as summer rentals. These are normally placed on 40' wide lots immediately behind one or two dwellings occupying the front of the property. Although the current tax maps available to the consultant indicate rectilinear lots it has been brought to our attention that many lots have one or more subdivisions thereon and as such lot configurations are in a patchwork quilt. It therefore could be concluded that the Multi-Family units are probably in separate ownership from the front of the property.

In order to overcome a compromising situation with respect to fire, health and safety a uniform density a 9 units per acre should be used throughout except along the Bay and between Patrick Tunny Boulevard and the Ocean where other densities and/or land uses are more appropriate.
COMMERCIAL

Within the Borough there are two distinct types of Commercial enterprise, each dependent on the other but yet conflicting with and varying for patronage. Along the Boardwalk are the individual stalls and amusement rides which attract people from afar and in the remainder of the Borough are the normal everyday businesses found in any town.

The boardwalk businesses consist of many small stalls often located within a single building. In conjunction with these stalls are the Amusement centers which provide entertainment for young and old alike. Because of the nature of the operations the generalized rules which apply elsewhere in the Borough cannot apply within this area.

The Caucophony of sights, smells and sounds create a miniature city in itself which by its orientation towards the Boardwalk becomes self-buffering with land uses to the West. The prime emphasis is on pedestrian movements rather than vehicular, as such it can be likened to a shopping mall. The theories of Economic Rent, parking and police requirements, accessibility and others apply equally as well to a shopping mall or center as to the boardwalk; as such it is dependent upon the surrounding community for support and clientele.

Parking for the Boardwalk uses are normally provided by other entrepreneurs between Patrick Tunney Boulevard and Ocean Terrace. By themselves they represent almost 8% of the total vacant land in the Borough. Streets, driveways, and other lands comprise the balance. In many cases residents have provided parking lots on the portion of their lot not occupied by buildings thus providing a supplemental income. In many cases these lots are hard-surfaced, lit, with adequate parking stall sizes and passage ways; however there are exceptions.

From the Boardwalk and its associated parking come the necessity for Motels and condominium-apartment houses. Although considered Residential, these units more properly become transitional and buffering uses. They provide places to stay for the summertime visitor and relieve traffic congestion. The newer establishments are of masonry and are comparable to Mainland Motels except within the Borough they provide a means of access to the Beach without the necessity of using the car.

Along the major traffic arteries are the commercial retail establishments which provide many of the basic necessities of life for the resident. The majority of these businesses are found on sites 60'x 100' or greater and generally occupy the entire lot. Parking currently is provided on the street by the Borough.
An emerging trend among Commercial uses is the upgrading of the storefront to a more natural nautical appearance. By its very nature, this action becomes a base upon which the creation of a prosperous business community will become a reality.

Further encouragement can be directed towards the existing enterprises by careful review of new proposals by the Planning and Zoning Boards of the Borough through a site plan ordinance, in order to insure that the proposal conforms with existing trends and will not become a burden on the community.

Comparatively speaking there are few Professional services available within the community as most are available in adjacent municipalities or nearby on the mainland. Whenever the opportunity presents itself, Professional business men especially medical practitioners should be encouraged to locate within the Borough, perhaps in a Professional Complex, in order to service the residents.
Within the Borough are three churches and an American Legion Hall nestled among residential structures. Most community facilities are centrally located within easy access to all residents without the necessity to utilize the automobile.
Along the Bay and Ocean front are beaches and rest room facilities conveniently located with parking facilities nearby.
8. Principles Assumptions & Standards
Principles, Assumptions & Standards

The New Jersey Land Use Law requires that a criteria be established for future growth of a municipality. This becomes the guiding criteria for Officials, Residents and Developers to use in the decision making process. Recent court decisions have emphasized the need for concise language and consistency of documents in order to provide guidance and rationale. The primary purpose of the Master Plan Process is to define, describe, illustrate and synthesize the many elements at work within a municipality.

Specifically under the auspices of the Land Use Law the Language is:

A statement of objectives, principles, assumptions, policies and standards upon which the constituent proposals for the physical, economic and social development of the municipality are based.

The newly formed Planning Board of the Borough of Seaside Heights discussed at length the statements included herein. The reader should be reminded that the statements are only true for today and that a yearly review is necessary in order to remain current with trends and standards constantly being developed within our dynamic society.

STATEMENT: THE BOROUGH OF SEASIDE HEIGHTS IS PRIMARILY ORIENTED TOWARDS BEING A SUMMER RESORT COMMUNITY AND MUST ACCOMODATE ENCOURAGEMENT OF AMUSEMENTS WHILE YET ALLOWING ITS RESIDENT POPULATION AREAS OF PEACE AND TRANQUILITY.

Wherever possible the two areas should be separate and distinct from one another with appropriate buffers being developed to protect property rights. Those uses of a resort nature should be concentrated along the Boardwalk area and not be allowed to encroach West of Ocean Terrace.

GOAL: THE BOROUGH SHOULD CONTINUE TO ENCOURAGE THEIR HOTELS AND MOTELS TO REMAIN OPEN BEYOND THE CUSTOMARY 100 DAY SEASON IN ORDER TO DEVELOP A CONVENTION AND OR BUSINESS TRADE.

The provision of a convention-business trade can increase the relative wealth of the community while providing a transitional element between the summer and winter seasons. The infusion of an expanded Hotel-Motel trade will encourage residents and businesses alike to improve their properties as well as potentially decrease taxes.

Although the proximity and current excitement of casino gambling directly affects the Hotel-Motel industry of Ocean County, the quiet atmosphere, location of Regional services, and availability of various forms of entertainment combine to induce increased trade. Once the appeal of Atlantic City is over, the Borough possesses the parameters and facilities necessary to implement Convention and Business trade without a substantial building program.

STATEMENT: ALTHOUGH MULTI-FAMILY UNITS ARE FOUND THROUGHOUT THE BOROUGH AN ALLOWABLE RESIDENTIAL DENSITY SHOULD BE ESTABLISHED TO REFLECT THE PRESENT CHARACTER OF INDIVIDUAL NEIGHBORHOODS.
Presently the areas to the East of Patrick Tunney Boulevard are realizing pressures from Multi-Family, multi-storied living units while to the West conversion of single family units abound. To realize a common density standard is unrealistic and would only be cause for further neighborhood decline. Coupled with this are standards for minimum lot sizes in dimensions and area.

By implementing the standards, the safety of the general public is assured. Although some individuals will be adversely affected, the overriding majority will benefit from the proposed action.

GOAL: THE PRESENT AESTHETIC TREND BEING CREATED IN THE COMMERCIAL AREA SHALL CONTINUE AND THESE BUSINESSES SHALL BE ENCOURAGED TO REMAIN OPEN LONGER IN THE SEASON TO HELP ACCOMPLISH THE CONVENTION TRADE GOAL.

By each business improving their facades the overall desireability of the Borough is enhanced. Further a secondary benefit is achievable in the residential areas by the natural tendency of people to upgrade and conform to established standards.

This initial effort by business should be augmented by the Borough in the provision of items to complete the "streetscape". When the Budget allows inconspicuous items can be provided to define the travelled way from pedestrian paths.

GOAL: THE BOROUGH WILL ACTIVELY ENCOURAGE EXPANSION AND IMPROVEMENT OF EXISTING BUSINESSES AS WELL AS ATTEMPT TO ATTRACT NEW BUSINESS USES INTO PLANNED AREAS, ESPECIALLY THOSE ADJACENT TO COMPATIBLE USE AREAS.

GOAL: RESIDENTS OF THE BOROUGH SHOULD HAVE A VARIETY OF GOODS, SERVICES AND FACILITIES READILY ACCESSIBLE. THESE ITEMS OF THE TOTAL ENVIRONMENT BECOME ACCESSIBLE ONLY IF THEY ARE LOGICALLY PLACED IN PROPER RELATIONSHIP TO THE PRESENT AND FUTURE DEVELOPMENT OF THE SURROUNDING AREA. INCOMPATIBLE LAND USES CAUSE DETERIORATION AND LOWER PROPERTY VALUES, BUT MAY PREVENT THE CONCENTRATION OF GOODS AND SERVICES WHICH SHOULD GREATLY BENEFIT ALL OF THE BOROUGH RESIDENTS. POORLY LOCATED BUSINESSES AND RESIDENCES CAN GREATLY AND ADVERSELY AFFECT ONE ANOTHER'S PROPER FUNCTION.

GOAL: EXISTING HOUSING CURRENTLY DETERIORATING THROUGH LACK OF MAINTENANCE SHOULD BE IMPROVED BY A COMBINED EFFORT OF OWNER AND COMMUNITY PARTICIPATION.

Neighborhood redevelopment through owner participation is a prime catalyst in improving neighborhood and area wide values. In as much as the businesses are beginning to improve their visual image it is hoped that financial encouragement may be forthcoming to assist individual blocks to improve.

Once the properties begin to improve, the owners begin to interact with the community- Neighborhood block parties, residential property protection, block pride and competitions for Christmas, Halloween and other occasions result. Simply put, neighborhoods are re-born and people who haven't met or spoke to one another for years become close acquaintances once again.
GOAL: AREAS OF UNIQUE NATURAL BEAUTY SHOULD BE PRESERVED FOR THE BENEFIT OF NOT ONLY THE RESIDENTS OF THE BOROUGH BUT OF THE COUNTY AND STATE AS WELL. THE BOROUGH WILL ENCOURAGE THE PRESERVATION OF KEY AREAS FOR FUTURE PARK AND RECREATIONAL DEVELOPMENT IN ORDER TO MAINTAIN THE PRESENT CHARACTER OF THE BOROUGH.

GOAL: OFF-STREET PARKING LOCATED ON LOTS ADEQUATELY DESIGNED WITH RESPECT TO TRAFFIC PATTERNS, LIGHT, VENTILATION, SAFETY AND DRAINAGE, AMONG OTHERS, WILL BE ENCOURAGED TO DEVELOP.

In order to accomplish the goal and provide adequate safety a Site Plan Ordinance will be adopted which will detail the objectives to be attained. Further the Zoning and Subdivision ordinances will be drafted in order that the product shall be a wholesome and safe environment for resident and visitor alike.