

Master Plan Reexamination Report

Prepared for:

**The Borough of Deal
Monmouth County, New Jersey**

November 7 2019

Prepared By:



788 Wayside Road
Neptune, New Jersey 07753

The original of this report was signed and
sealed in accordance with N.J.S.A. 45:14A-12

Jennifer C. Beahm, PP, AICP
License No. 05625

Table of Contents

INTRODUCTION	1
PURPOSE	4
REQUIREMENTS OF PERIODIC REEXAMINATION.....	8
SECTION A. Goals, Objectives & Issues at the Time of the 2017 Reexamination Report	9
LAND USE PLANNING GOALS, ISSUES AND OBJECTIVES 1983-1999	9
LAND USE PLANNING GOALS, ISSUES AND OBJECTIVES 2017	9
SECTION B. Extent to Which Problems Have Been Reduced or Increased	11
STATUS OF LAND USE PLANNING GOALS AND OBJECTIVES (1983- 2017)	11
STATUS OF MASTER PLAN AND ORDINANCE RECOMMENDATIONS (2017)	11
SECTION C. Significant Changes in Assumptions, Policies and Objectives	15
CHANGES IN LOCAL DEMOGRAPHIC CHARACTERISTICS.....	16
Climate Change	30
ECONOMIC DEVELOPMENT	37
LOCAL REDEVELOPMENT AND HOUSING LAW.....	37
STORMWATER MANAGEMENT	38
STATE DEVELOPMENT AND REDEVELOPMENT PLAN	38
MONMOUTH COUNTY MASTER PLAN UPDATE 2016	42
NEW ISSUES RAISED IN THE CURRENT REEXAMINATION PROCESS	42
SECTION D. Specific Changes Recommended for the Master Plan and/or Development Regulations	43
GUIDING VISION	43
COMPREHENSIVE GOALS	43
OBJECTIVES	44
Land Use and Housing	45
Recreation and Conservation	46
Sustainability, Resiliency, and Hazard Mitigation	46
Circulation.....	47
Community Facilities.....	47
Economic Development.....	48
Utilities	48

RECOMMENDED ORDINANCE CHANGES	49
SECTION E. Recommendations Concerning the Incorporation of Redevelopment Plans into the Land Use Element and Local Development Regulations.....	50

INTRODUCTION

The Borough of Deal is a stately seaside community located along the Atlantic Ocean in southeastern Monmouth County, New Jersey. Its 1.2 square-mile land area is located between the Long Branch neighborhood of Elberon to the north, Ocean Township to the west, and Allenhurst to the south. The Borough has been developing as a residential community since 1670's, when settlers from Deale, England established residences along the coast. In the 19th century, the Borough's proximity to New York City made it a desirable destination for resort seasonal homes for summer vacationers. The 1983 land use element states that there was a trend toward year-round occupancy that lead to the incorporation of the Borough of Deal in 1898. The current year-round population of Deal is estimated at 757 persons (ACS 2015 5-year data), swelling substantially in the summer months.

Today the Borough is almost completely built out residential community. In contrast to other shore communities, land uses abutting the Atlantic Ocean beach are mostly residential. Commercial uses are concentrated toward the Borough's western border along isolated portions of Norwood Avenue (Route 71), a main north-south thoroughfare. Other pockets of commercial use occur near the southwestern and northwestern borders with Allenhurst and Long Branch, respectively, where there are also nearby train stations. Municipal facilities and services are also concentrated to the west, in the central portion of the Borough, with the exception of the Deal Casino, an ocean-front recreation area between Philips Ave to the north and Wallace Road to the south. The other significant recreation area in the Borough is the private Deal Golf and Country Club tract, located in the southeastern portion of Deal. Deal is part of the continuous string of Monmouth County shore towns, each of which have a distinctive character that adds to the variety of the Jersey Shore in this region.

The Borough's first zoning ordinance was enacted in 1922, with the 1983 Land Use Element stating that the primary purpose of that ordinance was to ensure that future development would be in harmony with the charm and beauty of the existing land use pattern. More recently, land use planning issues have focused on protecting the existing residential character of the Borough through appropriate land use regulation, planning for the future uses of the Borough's largest tracts of land, and responding to the reality of

hazard mitigation planning for coastal and riverine high hazard areas by utilizing the most current data and mitigation strategies.



LEON S. AVAKIAN, Inc.
Consulting Engineers

Created July-24-2018

Aerial Imagery

Borough of Deal
Monmouth County, New Jersey

Source: Aerial Imagery NJGIN 2015

0 0.05 0.1 0.2 Miles

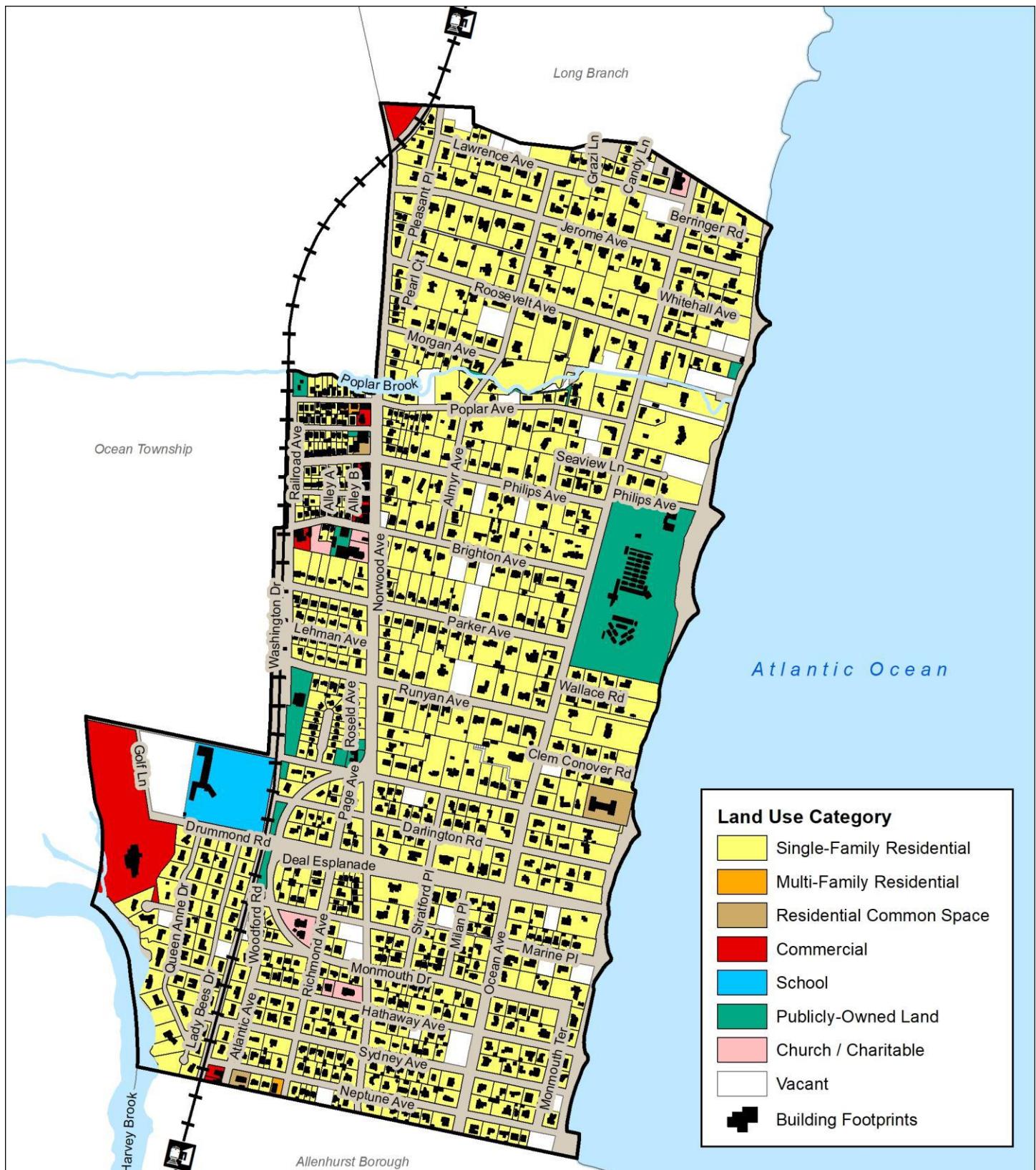


PURPOSE

This report constitutes the 2018 Master Plan Reexamination Report for the Borough of Deal, prepared pursuant to the requirements of the New Jersey Municipal Land Use Law, N.J.S.A. 40:55D-89. The Reexamination Report's purpose is to review and evaluate municipal planning documents and development regulations on a periodic basis to reflect the changing needs of the Borough and to affirm the continued relevance of policies that were previously set forth. Deal adopted its last Reexamination Report in January of 2017, following a Reexamination Report conducted in 2016. Both reports updated Borough policy but did not take a far-reaching look into the changes of assumptions and other trends that may affect land use policy. This report fills in some of these gaps and further refines current Borough land use and development goals and objectives.

The findings and recommendations contained in the Reexamination Report are based upon the review of the following documents:

- Borough of Deal Development Regulations (Chapter 30);
- Deal Stormwater Management Plan, 2008, Leon S. Avakian, Inc.;
- Land Use Element Deal Master Plan, 1983;
- Master Plan Reexamination Report, 1999, Leon S. Avakian, Inc.;
- Master Plan Reexamination Report, 2017, Leon S. Avakian, Inc.;
- Updated State and County planning documents;
- 2010 US Census Data; and
- 2015 American Community Survey Data



LEON S. AVAKIAN, Inc.
Consulting Engineers

Created July-18-2018

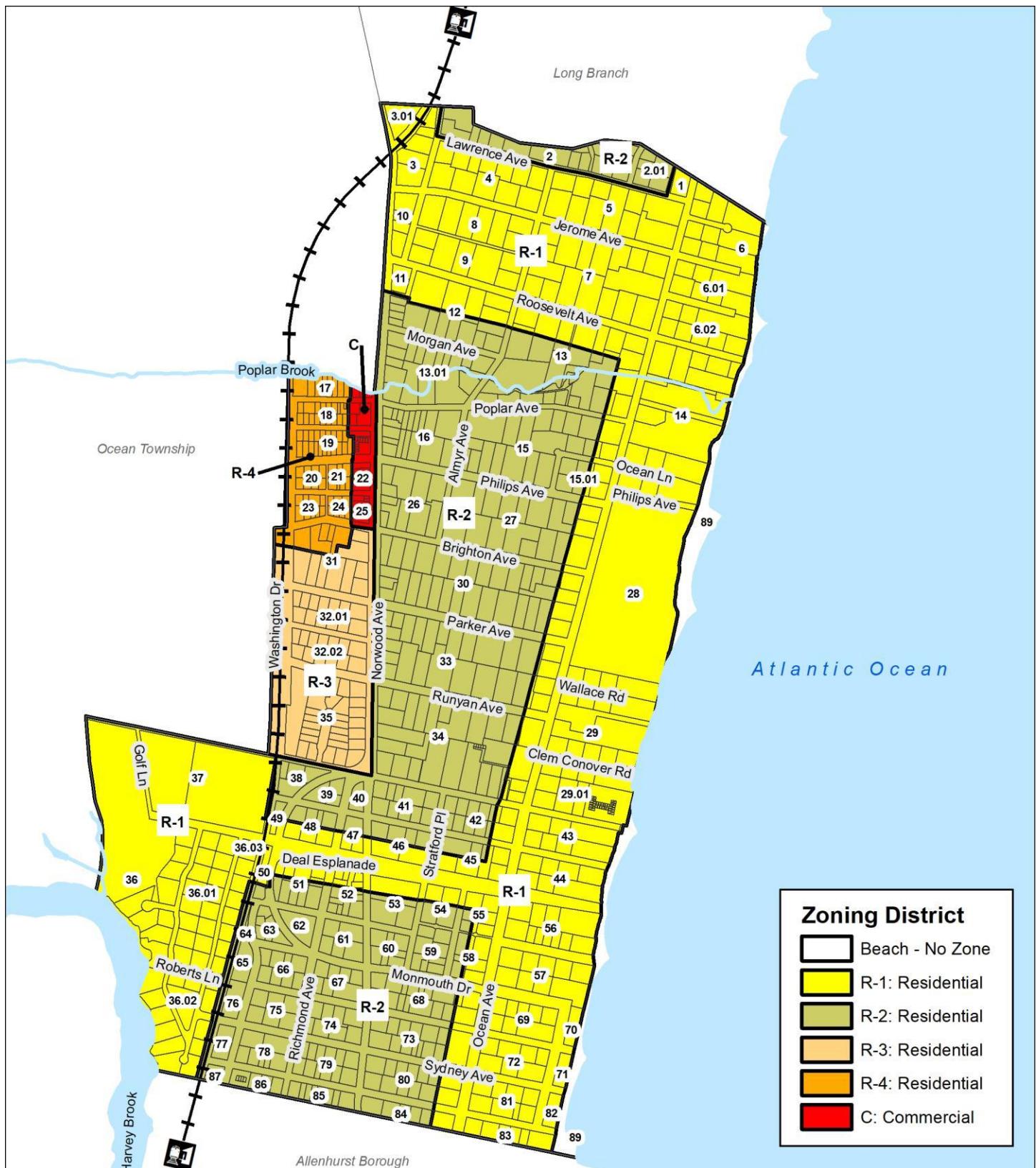
Existing Land Use

Borough of Deal
Monmouth County, New Jersey

Source: parcels NJGIN (with corrections), MODIV data Monmouth County Assessment Database (thru May 12, 2018). Building footprints (2012), Monmouth County GIS.

0 0.075 0.15 0.3 Miles





LEON S. AVAKIAN, Inc.
Consulting Engineers

Created July-25-2018

Zoning Districts

Borough of Deal
Monmouth County, New Jersey

Source: Zone Map of the Borough of Deal
Leon S. Avakian, Inc. March 2012.

0 0.05 0.1 0.2 Miles



REQUIREMENTS OF PERIODIC REEXAMINATION

In accordance with N.J.S.A. 40:55D-89, the governing body shall, at least every ten years, provide for a general re-examination of its master plan and development regulations by the planning board. The Re-examination Report is required to contain the following:

- A. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report;
- B. The extent to which such problems and objectives have been reduced or have increased subsequent to such date;
- C. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives;
- D. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- E. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L.1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

The following sections of this Reexamination Report address each of these requirements in turn.

SECTION A. Goals, Objectives & Issues at the Time of the 2017 Reexamination Report

The first provision of N.J.S.A. 40:55D-89 of the MLUL states that the Reexamination Report shall include the “major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report.” The 2017 Master Plan Reexamination undertook a review of the issues identified in the 1999 Reexamination Report and their status at that time. The following provides a summary of Borough issues and goals as discussed throughout these previous documents.

LAND USE PLANNING GOALS, ISSUES AND OBJECTIVES 1983-1999

The 1983 Borough Land Use Element found that the desirable development patterns existing in Deal and the constraints imposed by geography and the intensity of existing development preclude major new land use proposals. However, the Borough would benefit from simplifying its residential land use classifications to achieve harmony with existing patterns. As a result, the Borough’s zoning configuration was simplified from ten zoning districts to the five districts currently existing.

Ensuring that land use standards continued to harmonize proposed development with existing Borough character continued to be an issue in 1999, when the Borough adopted a Reexamination Report, the major recommendation of which was for the Borough to incorporate municipal zoning and development regulations that would control over-development of residential lots. Specific provisions to consider toward this end included review of building coverage and total impervious coverage requirements, particularly as applied to existing undersized lots.

LAND USE PLANNING GOALS, ISSUES AND OBJECTIVES 2017

The comprehensive goals and objectives identified in the 2017 Reexamination Report were as follows:

Overall Goals

To help guide the use of land in a manner harmonious with its history, preserve its neighborhood environment, protect the community’s quality

and character, its public health and safety, and promote the general welfare.

Planning Objectives

1. Develop adequate zoning and building codes to best protect the public from periodic storms;
2. Maintain the unique character of the Borough, particularly its housing stock; and
3. Develop shared services with other municipalities in order to most economically provide essential services to the public.

In addition to the above goals and objectives, the 2017 Reexamination Report noted several areas that merited further consideration by the Borough and developed two new related sets of Planning and Ordinance recommendations. Section B of this Reexamination discusses these recommendations and the extent to which they are still valid.

SECTION B. Extent to Which Problems Have Been Reduced or Increased

The second provision of N.J.S.A. 40:55D-89 of the MLUL states that the Reexamination Report shall include the extent to which such problems and objectives have been reduced or have increased since the last Master Plan or Reexamination. The analysis below discusses the Borough's planning goals, objectives, and recent recommendations in turn to determine whether they continue to be applicable, have been addressed through Borough action, or are no longer relevant due to changes in context.

STATUS OF LAND USE PLANNING GOALS AND OBJECTIVES (1983-2017)

Deal's recent Reexamination Reports have considered land use and master planning issues but have not included a thorough reexamination of comprehensive planning goals and objectives. Meanwhile, the New Jersey Municipal Land Use Law at N.J.S.A. 40:55D-2, which lists the statutory purposes of zoning, has been updated in recent years with additional objectives that acknowledge the necessity of incorporating suitability and resiliency goals as issue areas with direct consequences for the health and welfare of residents. Consequently, the current reexamination process includes a thorough and comprehensive reconsideration of planning goals and objectives across all Master Planning elements. The updated goals and objectives arrived at by the Planning Board as a result of this process are presented in Section D below.

STATUS OF MASTER PLAN AND ORDINANCE RECOMMENDATIONS (2017)

The 2017 Reexamination Report identified several problems and areas that merited further investigation by the Borough by way of recommendations and policies. The status of recommendations for changes to the Borough Master Plan and Land Use Ordinance made in 2017 are as follows:

Master Plan Recommendations

1. Include a detailed list of goals and objectives incorporating, where appropriate, the purposes of the Municipal Land Use Law as well as any specific goals and objectives addressing issues specific to the Borough of Deal.

This recommendation remains valid as the Borough should update its planning recommendations on a continual basis. For the immediate planning horizon, this issue has been addressed in Section D below, which provides updated and more specific goals and objectives.

2. Update the Master Plan to include current demographic information, accurate service agreement information, and update outdated information and references.

This recommendation is in part addressed and in part remains valid with the adoption of this Reexamination Report.

3. Update and expand upon the recommendations of the Land Use Plan and inclusion of the following elements, where deemed appropriate:

- a. Review land use plan element and determine if additional controls (by way of ordinance regulations), are required to regulate the construction of homes in residential zones.

This recommendation remains valid.

- b. Update land use tables and population data, etc., providing more accurate current figures.

This recommendation is no longer valid as this report updates demographic tables and existing land use mapping for the current planning horizon. However, future reexamination reports should always include an update in demographic and land use figures as the basis of understanding current conditions in Deal.

- c. Review housing plan element and consider additional regulations governing bulk zoning regulations, including maximum building area, contained in the zoning ordinance.

This recommendation remains valid. However, it should be amended to acknowledge that the proper place for these goals and recommendations belong in the purview of the land use element instead of the housing element.

- d. Prepare a circulation plan element and determine if any regulations are recommended for control of motor vehicle or truck traffic on municipal roadways.

This recommendation remains valid and should be expanded to include the consideration of bicycle and pedestrian traffic as well as vehicular traffic to adequately provide for the safety and welfare of residents who elect non-vehicular modal options.

- e. Prepare a utility services plan element and update to provide current services from public utilities (i.e.: FIOS high speed internet service from Verizon).

This recommendation remains valid. No action has yet been taken.

- f. Prepare a community facilities plan element and update to provide current police department services and school sending district information.

This recommendation remains valid. No action has yet been taken.

- g. Prepare a recreation and conservation plan element and consider options for control of development of parks and recreational facilities.

This recommendation remains valid. No action has yet been taken.

- h. Review stormwater management plan element, and update to include current Federal and State regulatory compliance.

This recommendation remains valid. No action has yet been taken.

- i. Update the Master Plan mapping to be consistent with current FEMA maps and flood hazard area designations.

This recommendation remains valid. Some updated FEMA information has been provided in this report, but the region is currently awaiting the decision in legal arbitration over the adoption of a new round of FEMA flood hazard area mapping. Pending the outcome of this case, the Borough should continue to keep abreast of and incorporate the latest estimates of the flood hazard area developed with the best available data.

Land Use Ordinance & Zoning Recommendations

1. Review standards relating to redevelopment of existing residential and commercial lots to ensure that adequate setbacks, elevations and building areas are provided. Maintain the appearance and existing neighborhood aesthetic design of residential properties, preventing overdevelopment and negative impact on adjacent property owners and lots.

This recommendation remains valid.

2. Provide adequate setbacks from top of bank conditions adjacent to State open waters, including stream corridors, lakefront property and oceanfront property, and insure compliance with flood elevations identified in the most current FEMA flood insurance rate maps.

This recommendation remains valid.

3. Review existing zoning of 'golf course' property, with specific attention to the R-1 residential designation. If the property is no longer utilized for its present use, the site is ideally suited for active and passive recreation and should be so indicated on the Master Plan Map, Zoning Map, and in the Zoning Regulations.

This recommendation remains valid.

SECTION C. Significant Changes in Assumptions, Policies and Objectives

The third provision of 40:55D-89 of the MLUL requires that a Reexamination Report address the “extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in state, county and municipal policies and objectives.”

Since the Borough adopted its 2017 Reexamination Report, the overall character of the Borough has not changed, nor have there been substantive changes in land use, environmental conditions or circulation patterns in the Borough. Over the ten-year planning horizon anticipated by this Reexamination Report, the Borough’s principal challenge is to manage and direct the gradual evolution of land use patterns within its built-out context in such a way as to maintain its character as a seaside residential and resort community.

There have been some significant changes at the state, county and local level affecting the assumptions, policies and objectives forming the basis of the Master Plan. This section discusses the following changes in conditions and assumptions:

- Local demographic characteristics;
- Impacts from Superstorm Sandy as an Impetus for Sustainability and Resiliency Planning;
- Circulation planning; and
- State and County regional planning.

CHANGES IN LOCAL DEMOGRAPHIC CHARACTERISTICS

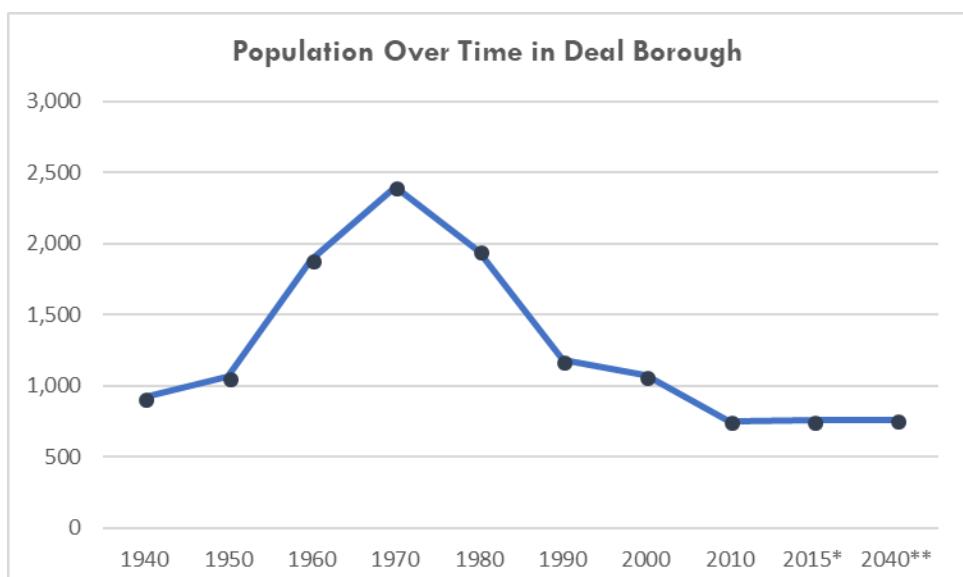
Population

In 2015, Deal had an estimated total population of 757 residents. This number represents a population decrease of 429 persons (29 percent) since the year 2000, continuing a downward population trend that Deal has been experiencing since 1970 when recorded population peaked at 2,401. Monmouth County, in comparison, experienced a slight population decrease between 2010 and 2015, but had been experiencing consistent population increases up to that point. It should be noted, however, that approximately two thirds of the Borough's housing stock are large-capacity second homes. With the most basic estimate of tripling the baseline population, seasonal population figures surge to over 2,000 residents.

Table 1: Population Trends, 1940-2015

Population Trends, 1940-2015									
Year	Deal		Monmouth County			New Jersey			
	Population	Change		Population	Change		Population	Change	
		Number	Percent		Number	Percent		Number	Percent
1940	917	-	-	161,238	-	-	4,160,165	-	-
1950	1,064	147	16.0%	225,327	64,089	39.7%	4,835,329	675,164	16.2%
1960	1,889	825	77.5%	334,401	109,074	48.4%	6,066,782	1,231,453	25.5%
1970	2,401	512	27.1%	461,849	127,448	38.1%	7,171,112	1,104,330	18.2%
1980	1,952	-449	-18.7%	503,173	41,324	8.9%	7,365,011	193,899	2.7%
1990	1,179	-773	-39.6%	553,124	49,951	9.9%	7,730,188	365,177	5.0%
2000	1,070	-109	-9.2%	615,301	62,177	11.2%	8,414,350	684,162	8.9%
2010	750	-320	-29.9%	630,380	15,079	2.5%	8,791,894	377,544	4.5%
2015*	757	7	0.9%	629,185	-1,195	-0.2%	8,904,413	112,519	1.3%
2040**	760	3	0.4%	696,900	67,715	10.8%	-	-	-

Source: U.S. Census Bureau Decennial Census (table DP-1)
 *U.S. Census Bureau, 2011-2015 ACS 5-Year Estimates (table B01003)
 **Projections from North Jersey Transportation Planning Authority



Age

The estimated age composition of Deal has shifted since 2000. According to American Community Survey 5-Year Estimates, most age groups experienced population declines. The number of pre-school, elementary, and middle school aged children decreased significantly over this period, as has the number of adults in age cohorts ranging from 25 to 54 years. Conversely, the Borough has seen a significant increase in the number of residents aged 85 years and older. The greatest percentage increases occurred in the 85 years and over age cohort (64% increase) and the 55 to 64 age cohort (increases of around 20%).

Table 2: Population by Age Cohort, Deal, 2000-2015

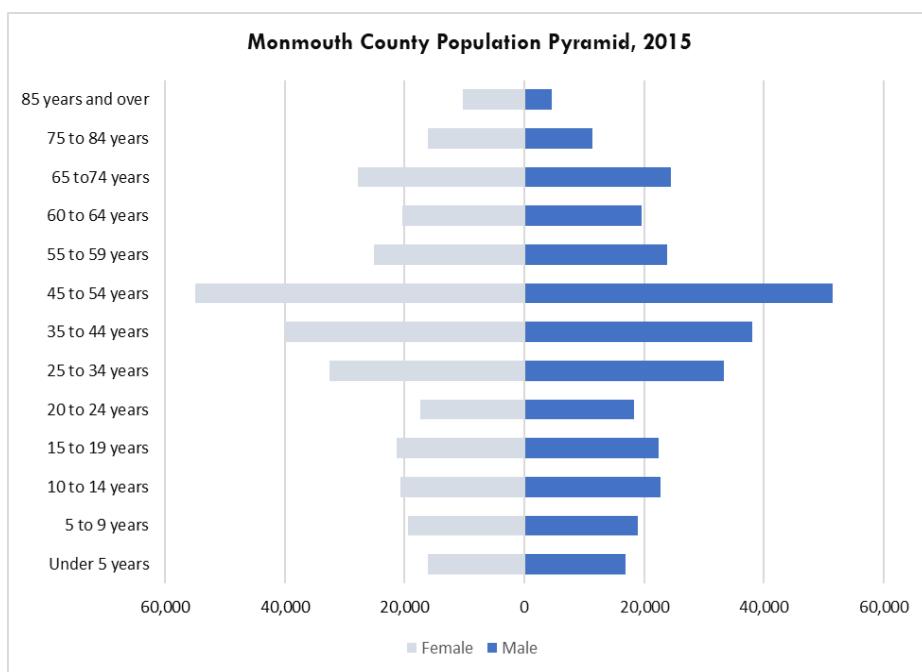
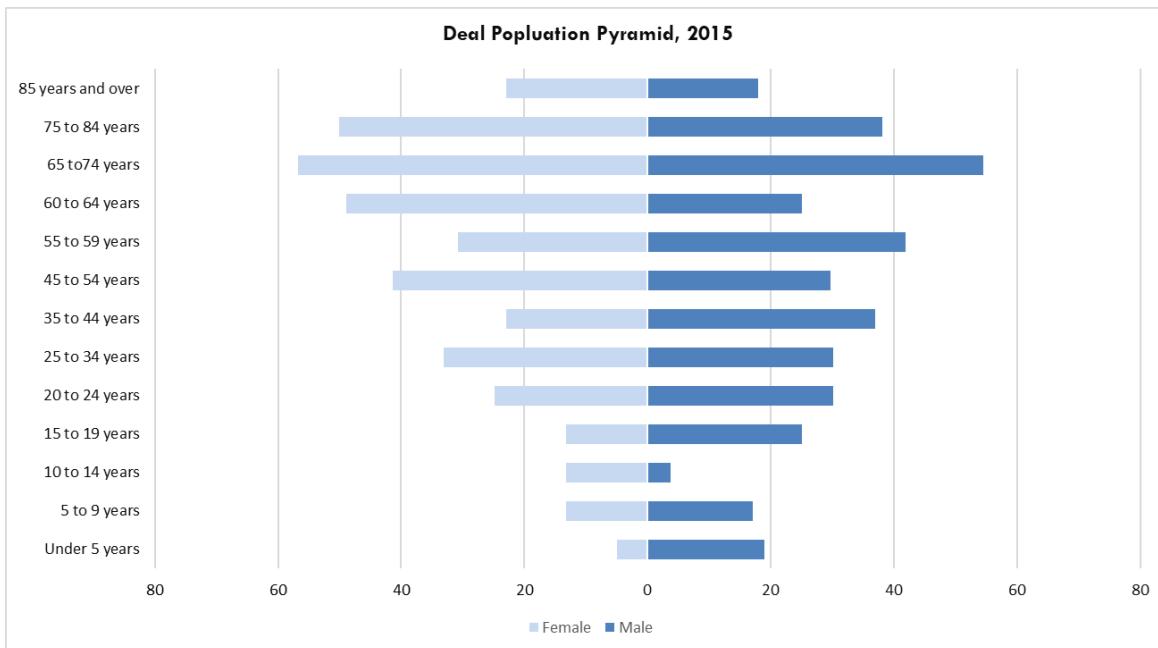
Population	2000		2015		Change 2000-2015
	Number	Percent	Number	Percent	
Total population	1,070	100.0%	757	100%	-29.3%
Under 5 years	53	5.0%	24	3.2%	-54.7%
5 to 9 years	60	5.6%	30	4.0%	-50.0%
10 to 14 years	73	6.8%	17	2.2%	-76.7%
15 to 19 years	57	5.3%	38	5.0%	-33.3%
20 to 24 years	61	5.7%	55	7.3%	-9.8%
25 to 34 years	111	10.4%	63	8.3%	-43.2%
35 to 44 years	123	11.5%	60	7.9%	-51.2%
45 to 54 years	123	11.5%	71	9.4%	-42.3%
55 to 59 years	62	5.8%	73	9.6%	17.7%
60 to 64 years	61	5.7%	74	9.8%	21.3%
65 to 74 years	160	15.0%	123	16.2%	-23.1%
75 to 84 years	101	9.4%	88	11.6%	-12.9%
85 years and over	25	2.3%	41	5.4%	64.0%

2000 US Census Bureau (table DP-1)
U.S. Census Bureau, American Community Survey 2011-2015 (table DP-05)

The median age of Deal residents increased by 12.1 years between 2000 and 2015. This trend is consistent with the general “graying” of America as the Baby Boom Generation continues to age. While the State, County, and Borough all experienced increases in median age over this timeframe, the Borough experienced the largest increase. The Borough’s median age of 56.7 years is approximately 14 years older than the overall County median age of 42.3 years.

Table 3: Median Age

Year	Deal	Monmouth County	New Jersey
2000	44.6	37.7	36.7
2015	56.7	42.3	39.4
Change	12.1	4.6	2.7
U.S. Census Bureau, 2000 Decennial Census (table DP-1)			
U.S. Census Bureau, American Community Survey 2011-2015 (table DP-05)			



Households

A household is defined as one or more persons, related or not, living together in a housing unit. 2015 ACS 5-Year Estimates note that there were approximately 320 households in Deal. Approximately 75 percent of the Borough's households were comprised of one or two persons, with the two-person category containing the greatest number of households at 46.6 percent. A smaller percentage (57%) of Monmouth County households fell into these categories. The Borough exhibited a lower percentage of three and four-or-more person households than the County. The Borough's average household size reflects these trends, at 2.35 persons per household compared to the County's 2.67-person per household figure.

*Table 4: Household Characteristics
Deal Borough and Monmouth County, 2015*

	Deal		Monmouth County	
	Number	Percent	Number	Percent
Total Households	320	100.0%	233,105	100.0%
1-person	90	28.1%	60,419	25.9%
2-persons	149	46.6%	72,772	31.2%
3-persons	36	11.3%	39,624	17.0%
4 or more persons	45	14.1%	60,290	25.9%
Average Household Size	2.35		2.67	

U.S. Census Bureau, American Community Survey 2011-2015 (tables S2501 & B25010)

Income

Per capita income appears to have grown significantly (82.5%) between 2000 and 2015, at a much higher rate of increase than that of Monmouth County (39.6%) and the State (35.5%). Changes in this figure are influenced both by increases in income, but also by decreases in population with income holding relatively steady. Of the three geographic regions studied, the Borough's per capita income of \$70,264 in 2015 is significantly higher than County and State per capita income figures, at \$43,469 and \$36,582, respectively.

Table 5: Per Capita Income and Median Household Income

	Per Capita Income	Per Capita Income	Percent Change	Median Household	Median Household	Percent Change
--	-------------------	-------------------	----------------	------------------	------------------	----------------

	2000	2015		Income 2000	Income 2015	
Deal	\$38,510	\$70,264	82.5%	\$58,472	\$80,714	38.0%
Monmouth County	\$31,149	\$43,469	39.6%	\$64,271	\$85,242	32.6%
New Jersey	\$27,006	\$36,582	35.5%	\$55,146	\$72,093	30.7%
U.S. Census Bureau, 2000 Decennial Census (tables DP-3 and P082)						
U.S. Census Bureau, American Community Survey 2011-2015 (tables S1902 and S1903)						

In contrast, households in Deal had a lower median household income than the countywide figure, but a higher median income than that statewide figure in 2015. These results further support the idea that while household units in Deal earn less than other Monmouth County locations, income is ultimately spread over fewer individuals in households with fewer members. The estimated 2015 median household income in Deal was \$80,714, approximately \$4,500 less than county median household income and \$13,000 more than state median household income. Between 2000 and 2015, the median household income increased 38 percent, a higher rate than the 32.6 percent increase experienced in Monmouth County and the 30.7 percent increase for the State overall.

The income distribution for the Borough deviates from that of the County. The income brackets containing the highest percentage of households in Deal are the \$200,000 or more range (17.5%), followed by the \$100,000 to \$149,000 range (15%). The highest percentage of households for the County overall fall into the \$100,000 to \$149,999 range (18.7%).

Table 6: Household Income Distribution

	Deal		Monmouth County	
	Number	Percent	Number	Percent
Total Households	320	100.0%	233,105	100.0%
Less than \$10,000	9	2.8%	9,486	4.1%
\$10,000 to \$14,999	16	5.0%	7,152	3.1%
\$15,000 to \$24,999	42	13.1%	16,568	7.1%
\$25,000 to \$34,999	24	7.5%	16,469	7.1%
\$35,000 to \$49,999	16	5.0%	20,691	8.9%
\$50,000 to \$74,999	43	13.4%	33,078	14.2%
\$75,000 to \$99,999	35	10.9%	29,102	12.5%
\$100,000 to \$149,999	48	15.0%	43,498	18.7%
\$150,000 to \$199,999	31	9.7%	24,853	10.7%
\$200,000 or more	56	17.5%	32,208	13.8%

Employment

The 2015 ACS reports on the estimated work activity of residents aged 16 years and older. The Borough's working age population was 678 persons (89.6 percent of the overall population), approximately 349 of whom were part of the labor force (51.5%). Approximately 48.5 percent of the Borough's working age residents were not participating in the labor force, perhaps because of the high proportion of retirement-age residents. All of Deal's labor force was employed in civilian jobs. Approximately 3.2 percent of Borough residents were estimated to be unemployed, lower than the estimated unemployment rate of Monmouth County overall (5.2%). As shown in Table 9, Deal residents tend to commute farther to work than other county residents, with mean travel time estimated at 40.8 minutes, and 22.8% of workers commuting 90 or more minutes to work.

Table 7: Employment Status

	Deal		Monmouth County	
	Number	Percent	Number	Percent
Population 16 years and over	678	89.6%	505,316	80.3%
In labor force	349	51.5%	333,780	66.1%
Civilian Labor Force	349	100.0%	333,439	99.9%
Employed	327	48.2%	307,183	60.8%
Unemployed	22	3.2%	26,256	5.2%
Armed Forces	0	0.0%	341	0.1%
Not in labor force	329	48.5%	171,536	33.9%

U.S. Census Bureau, American Community Survey 2011-2015 (table DP03)

Employment by Industry

An analysis of employees (over the age of 16) by industry indicates that employed working age individuals in Deal were involved in a range of economic sectors. As depicted in Table 8 below, the highest concentration of workers (22%) are employed in the retail trade sector. The other sectors employing over 10 percent of Borough's residents were wholesale trade; finance, insurance and retail estate; and educational, health, and social services sectors. Countywide, employment is more heavily focused in the latter category of educational, health and social services.

Table 8: Workforce by Sector

Industry	Deal	Monmouth County
Civilian employed population 16 years and over	100.0%	100.0%
Agriculture, forestry, fishing and hunting, mining	0.6%	0.3%
Construction	5.8%	7.0%
Manufacturing	5.8%	6.0%
Wholesale Trade	15.0%	3.1%
Retail Trade	22.0%	11.7%
Transportation and Warehousing, and Utilities	3.4%	5.0%
Information	1.8%	3.6%
Finance and insurance, and real estate and rental and leasing	10.7%	10.2%
Professional, scientific, and management, and administrative and waste management services	7.3%	12.7%
Educational services, and health care and social assistance	14.7%	23.5%
Arts, entertainment, and recreation, and accommodation and food services	5.5%	8.9%
Other Services, except public administration	4.6%	4.1%
Public administration	2.8%	4.1%
U.S. Census Bureau, American Community Survey 2011-2015 (table DP03)		

Table 9: Travel Time to Work

	Deal		Monmouth County	
	Number	Percent	Number	Percent
Workers who did not work at home	307	100.0%	285,942	100.0%
Less than 10 minutes	39	12.7%	35,883	12.5%
10 to 19 minutes	85	27.7%	71,638	25.1%
20 to 29 minutes	22	7.2%	45,761	16.0%
30 to 44 minutes	44	14.3%	49,148	17.2%
45 to 59 minutes	14	4.6%	26,260	9.2%
60 to 89 minutes	33	10.7%	34,351	12.0%
90 or more minutes	70	22.8%	22,901	8.0%
Mean travel time to work (minutes)	40.8		33.5	
U.S. Census Bureau, American Community Survey 2011-2015 (table DP03 and B08303)				

Housing Stock

According to the American Community Survey, there are approximately 945 total housing units in Deal, which consist almost entirely of single-family properties (99.5%) as recorded in current tax records. Almost half of all houses were built prior to 1940, with two additional peaks in the 1950s and 1970s. Figures show the extent of seasonal occupancy in the Borough. Approximately 66 percent of the Borough's housing stock is

vacant, with 97 percent of these vacant units listed as vacant for seasonal, recreational, or occasional use.

Table 10: Residential Property by Type, 2018

Housing Type	Total	Percent
Total	858	100.0%
Single Family	854	99.5%
Multi-Family	4	0.5%
Mod IV Tax Data, May 12, 2018		
Median number of rooms	7.7	
U.S. Census Bureau, American Community Survey 2011-2015 (DP04)		

Table 11: Housing Units by Vacancy Status, 2015

Vacancy Status	Total	Percentage
Total Housing Units	945	100%
Occupied	320	33.86%
Vacant Housing Units	625	66.1%
For Rent/Rented Not Occupied	6	1.0%
For Sale Only	8	1.3%
Sold, not occupied	0	0.0%
For Seasonal, Recreational or Occasional Use	605	96.8%
Other Vacant	6	1.0%
U.S. Census Bureau, American Community Survey 2011-2015 (table B25004)		

Table 12: Year Structure Built

	Number	Percent
Built 1939 or earlier	420	44.4%
Built 1940 to 1949	68	7.2%
Built 1950 to 1959	100	10.6%
Built 1960 to 1969	89	9.4%
Built 1970 to 1979	111	11.7%
Built 1980 to 1989	38	4.0%
Built 1990 to 1999	34	3.6%
Built 2000 to 2009	52	5.5%
Built 2010 or later	33	3.5%
Total	945	100.0%
Median Year Structure Built		1948
U.S. Census Bureau, American Community Survey 2011-2015 (table DP04 and B25035)		

According to ACS 5-Year Estimates, most housing units in Deal were valued at over \$1,000,000. Table 13 provides a breakdown of home values for owner-occupied units within the Borough. Less than 20 percent of owner-occupied housing units in Deal were worth less than \$500,000. The

median value of an owner-occupied housing unit was \$1,270,800 at the time of the survey estimate. In comparison, most housing units in Monmouth County overall were valued in the next highest bracket, between \$300,000 and \$499,999. The median value of an owner-occupied home in Monmouth County was \$885,700 less than that of the Borough.

Table 13: Value of Owner-Occupied Housing Units, 2015

	Deal		Monmouth County	
	Number	Percentage	Number	Percentage
Total	207	100.0%	173,378	100.0%
Less than \$50,000	20	9.7%	4,274	2.5%
\$50,000 to \$99,999	0	0.0%	2,597	1.5%
\$100,000 to \$149,999	9	4.3%	4,625	2.7%
\$150,000 to \$199,999	0	0.0%	8,214	4.7%
\$200,000 to \$299,999	6	2.9%	33,465	19.3%
\$300,000 to \$499,999	5	2.4%	66,926	38.6%
\$500,000 to \$999,999	75	36.2%	45,369	26.2%
\$1,000,000 or more	112	54.1%	7,908	4.6%
Median Value	\$1,270,800		\$385,100	
U.S. Census Bureau, American Community Survey 2011-2015 (table DP04)				

The number of rental units in the Borough is estimated at 113, with a median monthly contract rent estimated at \$1,237. The County's median contract rent was almost the same, at \$1,238. The highest percentage of renters (53.1%) paid between \$1,000 to \$1,499 per month.

In terms of residential growth, for the period January 2000 through December 2016, the Borough issued building and demolition permits authorizing the development of a net of 30 additional residential units. The majority of the Borough's building permits were authorized in 2002-2004, with another peak in 2007. Superstorm Sandy occurred on October 22, 2012, causing significant property damage in shore communities. Demolition and construction in Deal, however, does not seem more active in the years following the storm.

Table 14: Building Permits and Demolition Permits Issued, 2000 – 2016

Year	1 & 2 Family	Multi Family	Mixed Use	Total New Construction	Total Residential Demolitions	Net Units Added
2000	-	-	-	3	3	0
2001	-	-	-	9	2	7
2002	-	-	-	11	9	2
2003	-	-	-	12	4	8
2004	10	0	0	10	5	5
2005	6	0	0	6	3	3
2006	9	0	0	9	5	4
2007	12	0	0	12	10	2
2008	5	0	0	5	5	0
2009	7	0	0	7	4	3
2010	4	0	0	4	3	1
2011	3	0	0	3	3	0
2012	3	0	0	3	8	-5
2013	5	0	0	5	6	-1
2014	8	0	0	8	1	7
2015	5	0	0	5	3	2
2016	1	0	0	1	9	-8
Total	78	0	0	113	83	30

*The DCA Construction Reporter did not begin to report housing permits by type until 2004.

Population and Employment Projections

The most recent forecasts completed by the North Jersey Transportation Planning Authority project to the year 2040. The population of Deal is expected to continue its current plateau, with 760 persons dispersed across 330 year-round households. Due to the built-out nature of the Borough, there is limited opportunity for rapid job growth. The 2013 NJTPA report predicts Deal's employment will increase by 10 jobs between 2010 and 2040.

SUSTAINABILITY AND RESILIENCY

In the wake of Superstorm Sandy, municipalities in New Jersey are following national and global trends towards planning for enhanced environmental sustainability and community resiliency. Land use planning and land development policies play a key role in advancing resiliency and sustainability initiatives because land development policies often mediate the natural and built environments.

Sustainability is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Many municipalities have started to address sustainability issues by forming a citizen-led Green Teams and participating in *Sustainable Jersey*, the statewide program that has established a framework for implementing sustainable practices across many community development dimensions. Deal is not yet an actively participating community. In 2012, the Borough passed Resolution 12-22 Supporting Participating in the Sustainable Jersey Program. However, no Green Team has been formed, and the Borough has yet to pursue any level of certification.

Resiliency is defined as the capacity of a system to withstand disturbance while still retaining its fundamental structure, function, and internal feedbacks. In many municipalities, community resilience to natural disaster was put to the test like never when Superstorm Sandy hit New Jersey in October 2012. Communities on the coast like Deal faced staggering levels of damage from wind, storm surge wave action, and riverine flooding. The Department of Community Affairs reports that 8 homes in Deal were damaged, 7 of which sustained damage in the major to severe categories.

One pillar of resiliency is the use of mitigation techniques before disaster strikes in order to anticipate and potentially avoid likely threats to life and property. In June 2015, Monmouth County adopted a FEMA-approved Multi-Jurisdictional Natural Hazard Mitigation Plan, which includes municipal-level analyses of risk. The County Plan ranked local susceptibility to hazards on a low-medium-high scale for each municipality. High risk hazards identified for Deal were hurricane and tropical storm, Nor'easter, flood, and storm surge. Medium-risk hazards for Deal include extreme temperatures, extreme wind, tornado, winter storm, costal erosion, and

wave action.¹ The County Plan included estimates of potential damage for some of these hazards, including the following for Deal:

- Exposure in flood hazard areas, in terms of assessed value of buildings: **\$20,236,548²**
- Exposure in storm surge areas, number of people: **136³**
- Additional future losses (2050) with Sea Level Rise of 2 feet (“highest” scenario): **\$5,569,884⁴**

¹ Multi-Jurisdictional Hazard Mitigation Plan – Monmouth County, New Jersey, Page 3e-8 (pdf page 315).

² Ibid, Page 3c-34 (pdf page 194).

³ Ibid, Page 3c-43 (pdf page 202).

⁴ Ibid, Page 3c-41 (pdf page 200).

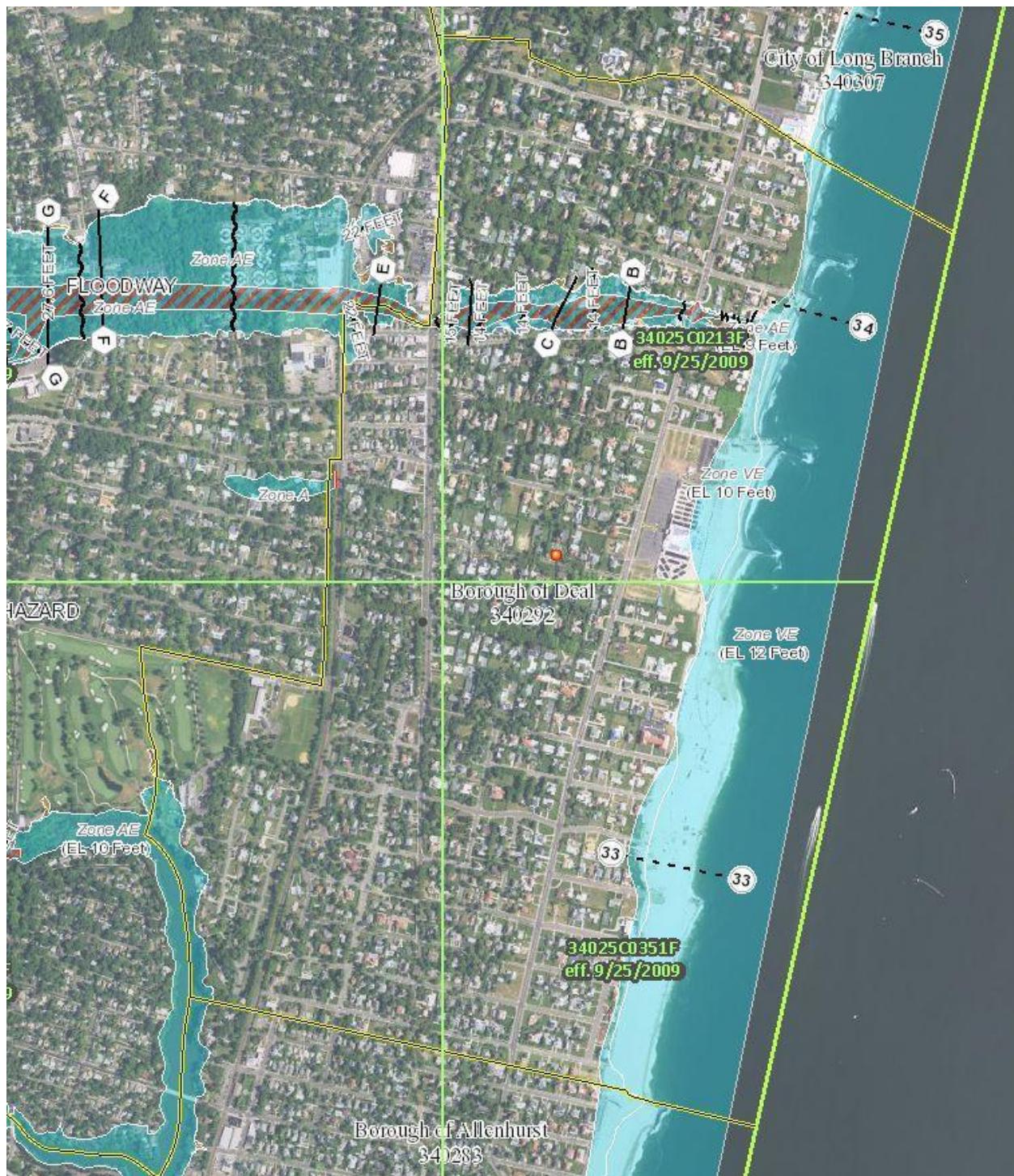


Image downloaded from the FEMA National Flood Hazard Layer Viewer, showing effective Special Flood Hazard Areas in Deal as the areas in blue and the Floodway as areas with red hatching. As can be seen, the areas most affected by potential flood risk are along the shore and in the area of Poplar Brook.

To combat these issues, the Borough proposed three Hazard Mitigation Actions that were included in the County Hazard Mitigation Plan, summarized in the chart below.

Mitigation Action or Program	Target Locations / Effects
Drain pipe improvement	Norwood Avenue and Alymar Avenue, replace undersized culverts that currently fail to convey floodwaters under roadways near Poplar Brook
Construction of protective Seawall around the Sewerage Facility	Protect the sewerage facility from storm damage by building a new wall to withstand future threats from tidal surge
Protect residential structures prone to flooding	Elevation and/or acquisition of Repetitive Loss and Severe Repetitive Loss structures – support interested homeowners

The effects of Superstorm Sandy provide an opportunity for coastal municipalities to reexamine policies related to flooding and natural disasters as well as resiliency towards future storm events. Deal has adopted a Flood Damage Prevention Ordinance as Chapter 19 of the Borough Code.

Now in reexamining Deal's Master Plan, the Borough has the opportunity to:

- Promote the public's awareness of their flood risks and mitigation strategies to protect themselves and their community;
- Introduce ordinances and design standards that will better enable homes and businesses to withstand the effects of coastal storms;
- Focus public agencies on community vulnerabilities to hazards such as flooding;
- Ensure that future capital projects are designed and constructed to incorporate features that are resilient to storm- and flood-related impacts;
- Integrate hazard mitigation into Master Plan elements; and
- Provide greater awareness of environmental protection and stewardship to provide for a more sustainable future.

Climate Change

As a coastal community, the Borough intends to take a proactive approach to planning for climate change, recognizing the significant potential impact this ongoing process may have on future land use and community development decisions. Earth's climate continues to warm, causing ice sheets, ice caps, and glaciers to melt, and ocean waters to warm and expand. Both factors cause an increase in overall ocean volumes. Its coastal location makes Deal particularly sensitive to the effects of sea level rise induced by climate change.

Several models for predicting future sea level rise have been developed that present varying outcomes for the extent of landward inundation of sea water. According to a 2012 report issued by the National Oceanic and Atmospheric Administration (NOAA), scientists have determined that there is more than a 90 percent chance of global mean sea level rise falling within the range of 8 inches to 6.6 feet by the year 2100.⁵ The floor of this range is based on a continuation of historic rates of observed sea level change, while the ceiling is developed from a scenario in which the maximum plausible amount of ice sheet loss and glacial melt occurs.

Given the likely range of sea level rise established above, NOAA has developed a spatial dataset for potential extents of inundation under sea rise scenarios of 1 to 6 feet. The NOAA dataset is a "modified bathtub" approach to illustrate potential sea level rise, combining baseline elevation data with local tidal variability and hydrological connectivity. It should be noted that the NOAA datasets show the scale of potential inundation, not exact locations, and do not account for natural phenomena such as erosion, subsidence, marsh migration, nor effects from future construction. Inundation extents are shown for mean higher high water conditions.

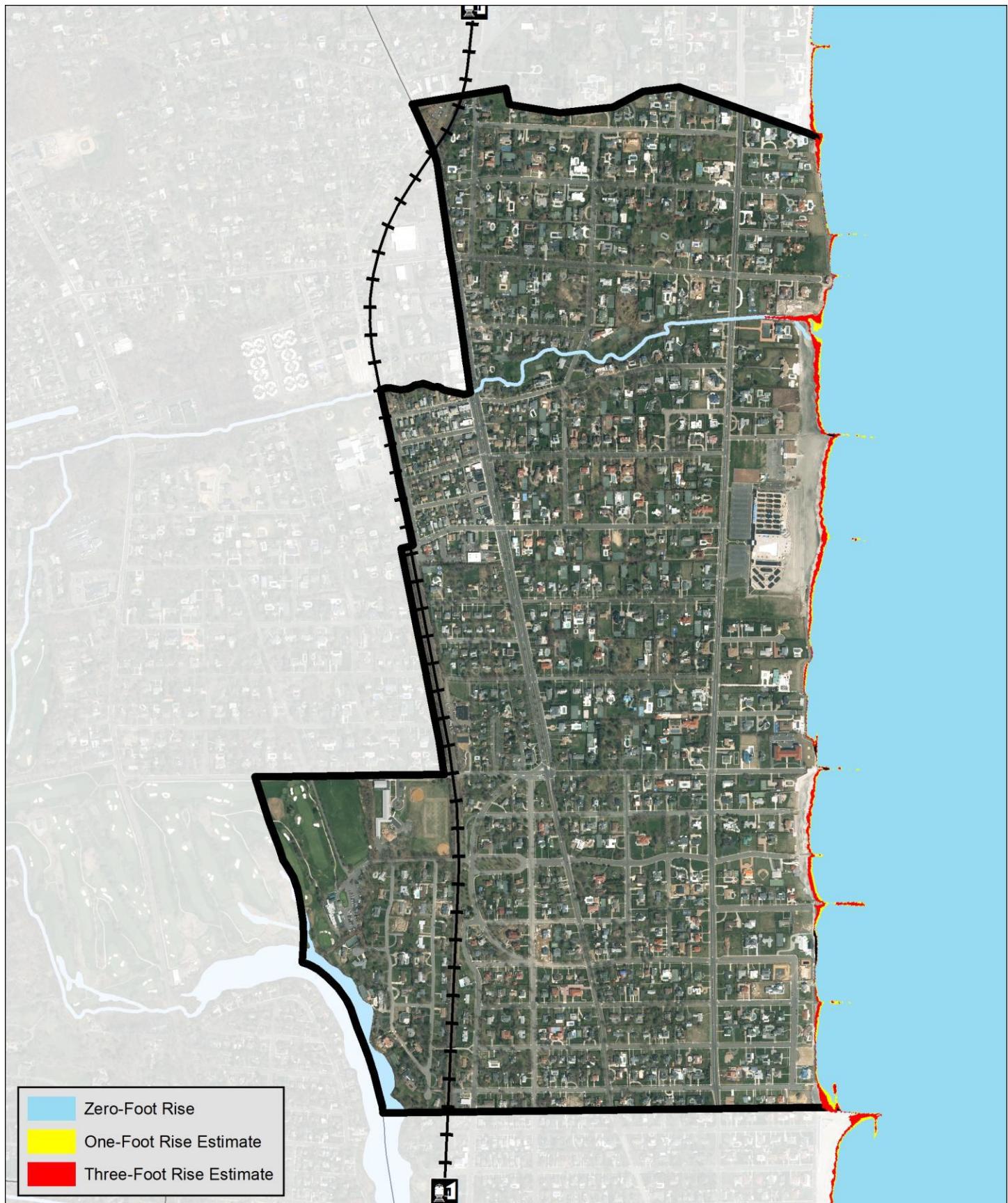
For the purpose of this Reexamination Report, the scenarios for a one- to three-foot rise for Deal are shown in the maps that follow. As shown, the estimated inundation areas for the one-foot and three-foot sea level rise conditions in Deal are confined to landward encroachment along the existing shoreline. Deal is less effected by the direct effects of sea level rise inundation than other neighboring municipalities that contain large tidal

⁵ Parris, Adam, et. al., *Global Sea Level Rise Scenarios for the United States National Climate Assessment*, NOAA, December 2012.

waterbodies. Whereas some of its neighbors would lose existing improvements and property from inundation, this effect is not anticipated for Deal.

Aside from outright land inundation, the effects of climate change and sea level rise are anticipated to worsen the fallout and potential for damage from extreme weather events. The 2014 Monmouth County Multi-Jurisdictional Hazard Mitigation Plan lists an extensive array of potential impacts from climate change and associated sea level rise, stated as follows:

Hurricanes are likely to become more intense with rising sea water temperatures. Coastal erosion rates are likely to increase with rising sea level, to levels higher than those rates that have been observed over the last century. Storm effects will be more extensive in the future. The following types of impacts can be anticipated in Monmouth County's future as a result of climate change and sea level rise: inundation of low-lying areas; increased frequency and extent of storm/related flooding; wetland loss; saltwater intrusion into estuaries and freshwater aquifers; land loss through submergence and erosion of lands in coastal areas; migration of coastal landforms and habitats; increased salinity in estuaries and coastal fresh; impacts to human populations (property losses, more frequent flood damage, more frequent flooding of roadways and urban centers, risks to people as the population of coastal areas increases); more buildings and infrastructure exposed; currently exposed buildings and infrastructure could be subject to potentially greater losses as water levels increase, and continued rapid coastal development exacerbates the impacts of sea level rise; impacts on gravity flow stormwater systems...Climate change and sea level rise could lead to a potential loss of assets that support tourism (i.e., beaches themselves as well beach access points, lodging, restaurants, marinas, fishing habitats, ecotourism, etc.). (p. 3a-23)



LEON S. AVAKIAN, Inc.
Consulting Engineers

Created Jul-30-2018

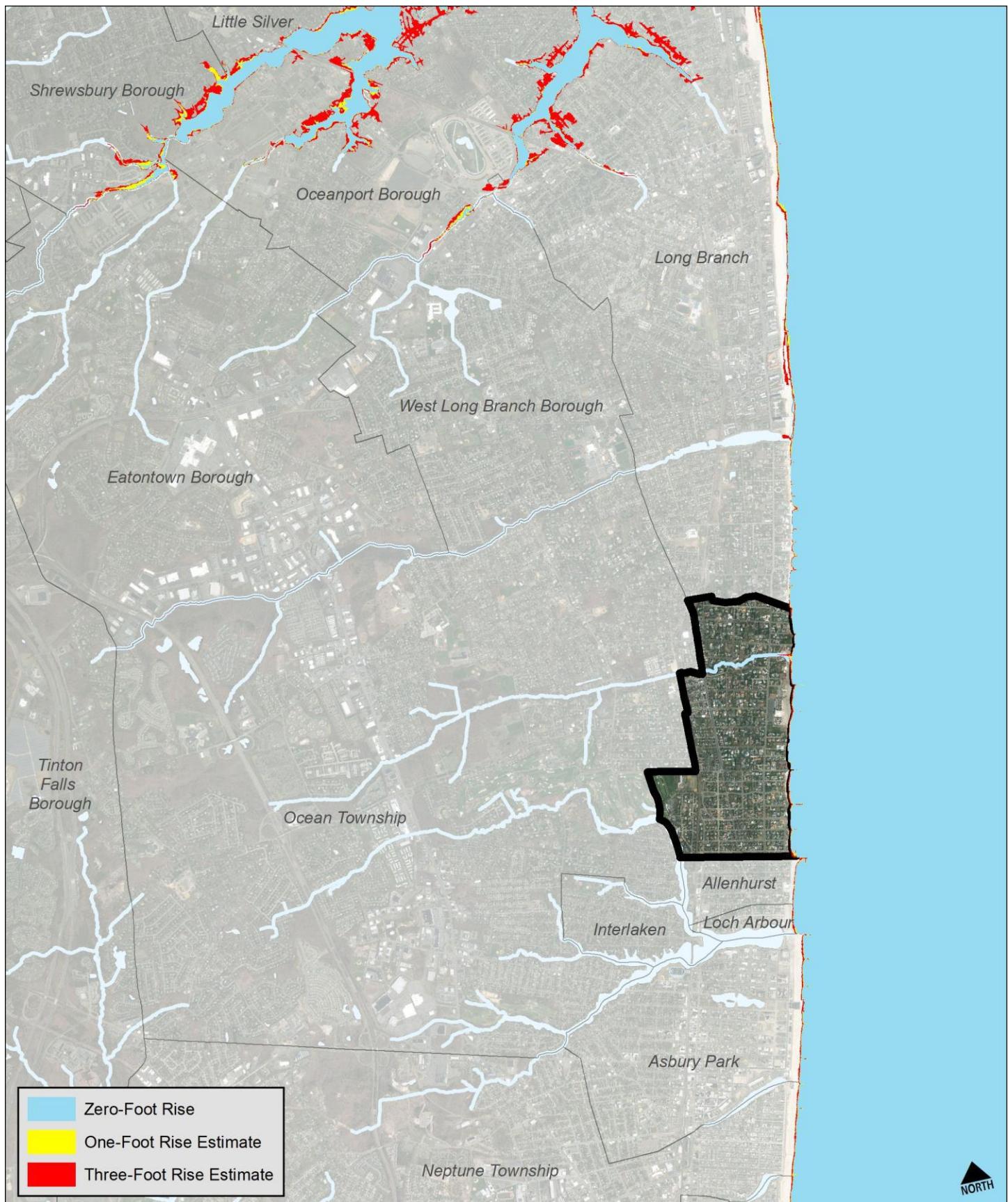
Sea Level Rise Scenario Inundation Estimates

Borough of Deal
New Jersey

Source: Mr SID tiles MG3 (2015)
from NJGIN, Sea Level Rise data
from NOAA (2016).

0 0.05 0.1 0.2 Miles





LEON S. AVAKIAN, Inc.
 Consulting Engineers

Created Jul-30-2018

Sea Level Rise Scenario Regional Inundation Estimates

Borough of Deal
 New Jersey

Source: Mr SID tiles MG3 (2015)
 from NJGIN, Sea Level Rise data
 from NOAA (2016).

0 0.375 0.75 1.5 Miles

It is anticipated that rising sea level will shorten the return period (i.e. increase the frequency) of significant flood events. The flood event that now has a two percent annual probability, for example, could become the flood event that has a 10 percent annual probability. Flood hazard areas will have to adjust to these new conditions. To assist in planning for future sea level rise conditions, NOAA, FEMA and USACE issued a study in 2012 following Hurricane Sandy, using four potential sea level rise scenarios (lowest, intermediate-low, intermediate-high, and highest) for the year 2050. The study incorporated the best available information synthesized by a panel of scientists from multiple federal agencies and academic intuitions.

The County Plan includes maps for each municipality showing the Special Flood Hazard Areas under high (2-foot) and moderate (1.5-foot) sea level rise that were developed in the 2012 study. The map prepared for Deal is shown on the next page. None of the Borough's critical facilities are located in the expanded Special Flood Hazard Area. The predicted expanded flood hazard area affects the first beach block, particularly in the southeastern corner of the Borough north to Monmouth Drive, the area of Deal Casino, and north of Poplar Brook to the border of Long Branch, as well as more interior areas of the Borough along Monmouth Drive, Runyan Avenue, and Brighton Avenue.

The County points to four general categories of adaptation activity: protection via the installation of structural improvements such as bulk heads, dunes, beach replenishment, and others; accommodation through the alteration of existing development, such as building elevation and floodproofing; adaptation, which includes the proactive institution of design standards and building codes that take extreme weather events into consideration; and retreat, the practice of removing and possibly relocating at-risk development.

Specific strategies to consider in planning for climate change and sea level rise include:

- Adjusting to a “new normal” of more frequent and severe storms in planning documents and policies;
- Incentivizing development away from coastal areas with the greatest risk of impact;

- Encouraging natural mitigation techniques (e.g. dune stabilization) while discouraging hard structures that ultimately increase beach erosion (jetties, groins, seawalls);
- Enacting a “floodplain planning zone”;
- Requiring planning for certain roads to anticipate more frequent flooding; and
- Anticipating that some buildings will need to be relocated, elevated or abandoned.

Deal Borough



ECONOMIC DEVELOPMENT

The Borough has a well-defined commercial area on the western side of Norwood Avenue that runs the length of the three blocks between Brighton Avenue to the south and Poplar Avenue to the north, extending on into Ocean Township's commercial district. Buildings in the commercial district are typically one- to two-stories in height, with between two and three tenant spaces per lot or building. A large proportion of commercial tenants are restaurants or grocers, with other uses including personal services (salons), real estate offices, a bank, health offices, and retail establishments. The district is relatively low density, and includes many positive aspects of downtown commercial corridors, such as limited front yard setbacks and ample sidewalks.

LOCAL REDEVELOPMENT AND HOUSING LAW

On September 6, 2013, Chapter 159 was signed into law, which stipulates that a municipality's decision to reserve the power of eminent domain shall be moved to the very beginning of the redevelopment process. When asking the local planning board to investigate whether an area should be designated as in need of redevelopment, the municipality must now indicate whether it is seeking to designate a "Non-Condemnation Redevelopment Area" or a "Condemnation Redevelopment Area." The criteria for each type of area are the same; the only difference is the power to use eminent domain.

Additionally, Chapter 159 revised the "e" criterion for designating an area in need of redevelopment. The "e" criterion reads: "A growing lack or total lack of proper utilization of areas caused by the condition of the title, diverse ownership of the real properties therein or other similar conditions which impede land assemblage or discourage the undertaking of improvements, resulting in a stagnant and unproductive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare, which condition is presumed to be having a negative social or economic impact or otherwise being detrimental to the safety, health, morals, or welfare of the surrounding area or the community in general."

STORMWATER MANAGEMENT

On January 5, 2004, the New Jersey Department of Environmental Protection (NJDEP) adopted new rules to establish and implement a Municipal Stormwater Regulation Program. The rule is part of a comprehensive approach being taken by the State to address the water quality and the water quantity problems that arise from nonpoint pollution and the loss of groundwater recharge areas. The rules set forth at N.J.A.C. 7:8- 4.3(a) required that a municipality adopt a municipal stormwater management plan as an integral part of its master plan. The Borough Planning Board satisfied the planning requirement and adopted the stormwater management plan on April 1, 2005, and has amended the plan through October 7, 2008. N.J.A.C. 7:8-4.3(b) states that within one year of the adoption of the stormwater management plan, the municipality must adopt stormwater control ordinances to implement the plan. The Borough adopted a stormwater control ordinance on March 14, 2006. It is recommended that the Borough review their stormwater ordinance as the NJDEP stormwater regulations require a municipality to reexamine the municipal stormwater management plan at each reexamination of the municipality's master plan in accordance with N.J.S.A. 40:55D-89.

The New Jersey Stormwater Best Management Practices Manual (BMP) was created to provide guidance in order to address the standards in the Stormwater Management Rules, N.J.A.C. 7:8. This manual provides examples of ways to meet the standards contained in the rule. It is recommended that the Borough continually review this ordinance and its Best Management Practices to incorporate the standards of forthcoming editions of the BMP Manual as they are released.

STATE DEVELOPMENT AND REDEVELOPMENT PLAN

The State Planning Commission adopted the most recent State Development and Redevelopment Plan (SDRP) on March 1, 2001. The SDRP contains a number of goals and objectives regarding the future development and redevelopment of New Jersey. The primary objective of the SDRP is to guide development to areas where infrastructure is available or can be readily extended such as along existing transportation corridors, in developed or developing suburbs, and in urban areas. Concentrated growth will have the positive effects of consuming less land, depleting fewer natural resources and using the State's infrastructure more efficiently.

The SDRP's principal mechanism for guiding growth is its Planning Area classification system, whereby land areas are categorized along a spectrum from urban to environmentally sensitive. Each category is associated with a particular set of goals, policies, and objectives for land development or preservation. The 2001 SDRP identifies Deal as part of the Metropolitan Planning Area (PA 1), which is characterized by mature settlement patterns, the need to rehabilitate housing, the recognition that redevelopment will be the most predominant form of growth, and a growing need to revitalize and regionalize services and systems.

According to the SDRP, the PA-I Metropolitan Planning Area intends to:

- Provide much of the State's future development;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign areas of sprawl; and
- Protect the character of existing stable communities.

Furthermore, some of the SDRP Policies for PA 1 are as follows:

- Promote redevelopment and development in Cores and neighborhood Centers;
- Promote a diversification of land uses;
- Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse;
- Promote economic development by encouraging strategic land assembly, site preparation and infill development;
- Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure; and
- Promote design that enhances public safety, encourages pedestrian activity and reduces depend on the automobile.

Almost the entirety of the Borough, with the exception of the area located south of Rosed Avenue and west of the rail tracks, is located in the Coastal Area Facilities Review Act (CAFRA) zone. CAFRA was enacted in order to counteract development pressures that threatened the quality of waterfront

and aquatic natural resources in areas along New Jersey's shoreline. With the passage of CAFRA, the New Jersey Department of Environmental Protection received the authority to regulate all major development within the delineated CAFRA area, thereby controlling the water pollution, beach deterioration, and exacerbated stormwater runoff associated with increased development in this environmentally, economically, and culturally important area of the State.

The State Planning Commission and NJDEP coordinate planning policy in the CAFRA zone. NJDEP adopted rules that incorporate portions of the State Plan and the State Plan Policy Map into the Rules on Coastal Zone Management. A number of statewide planning policies included in the SDRP reference the coastal region of New Jersey, including:

1. Rely on the plans and regulations of the NJDEP which may incorporate policies of the State Plan as a basis for implementing the objectives of the federal Coastal Zone Management Act and CAFRA. Coordinate efforts to establish an intergovernmental coastal management program.
2. Promote well-planned coastal communities that sustain economies and the natural environment. Manage development to protect and enhance the special uses and unique qualities of the coastal area.
3. Coordinate growth management plans and policies with response planning and mitigation for disasters.
4. Promote coastal maintenance and restoration and encourage recreational opportunities and public access.

Reciprocally, the CAFRA legislation integrates State Plan goals, objectives, and mapped planning areas. The standard State Plan Areas become "Coastal" Planning Areas in the CAFRA zone. CAFRA section N.J.A.C. 7:7-13.15 envisions that the Metropolitan Coastal Planning Area as a built-out area of the state where most development occurs as redevelopment. Policy objectives are as follows:

1. Guide development and redevelopment to ensure efficient use of scarce land while capitalizing on the inherent public facility and service efficiencies of concentrated development patterns;
2. Accommodate a variety of housing choices through development and redevelopment;

3. Promote economic development by encouraging redevelopment efforts such as infill, consolidation of property, and infrastructure improvements, and by supporting tourism and related activities;
4. Promote high-density development patterns in coastal urbanized areas to encourage the design and use of public transit and alternative modes of transportation to improve air quality, to improve travel among population and employment centers and transportation terminals, and to promote transportation systems that address the special seasonal demands of travel and tourism along the coast;
5. Encourage the reclamation of environmentally damaged sites and mitigate future negative impacts, particularly to waterfronts, beaches, scenic vistas, and habitats;
6. Promote public recreation opportunities in development and redevelopment projects, and ensure meaningful public access to coastal waterfront areas; and
7. Encourage the repair or replacement of existing infrastructure systems where necessary to ensure that existing and future development will cause minimal negative environmental impacts.

In 2011, the State released the final draft of the State Strategic Plan in 2011, meant as an update to the 2001 SDRP. While the State Strategic Plan has not been officially adopted, and the SDRP is still the official State Plan, it is still prudent to plan with updated State goals and objectives in mind so as to be prepared for its eventual implementation, or the implementation of a State Plan with similar goals. The 2011 State Strategic Plan articulates a number of goals as Garden State Values (GSV), stated as follows:

- GSV #1: Concentrate development and mix uses.
- GSV #2: Prioritize Redevelopment, infill, and existing infrastructure.
- GSV #3: Increase job and business opportunities in priority growth investment areas.
- GSV #4: Create High-Quality, Livable Places.
- GSV #5: Provide Transportation Choice & Efficient Mobility of Goods.
- GSV #6: Advance Equity.
- GSV #7: Diversify Housing Options.

- GSV #8: Provide for Healthy Communities through Environmental Protection and Enhancement.
- GSV #9: Protect, Restore and Enhance Agricultural, Recreational and Heritage Lands.
- GSV #10: Make Decisions within a Regional Framework

MONMOUTH COUNTY MASTER PLAN UPDATE 2016

The most recent Monmouth County Master Plan was adopted in 2016. The County Plan establishes a new regional land use planning system called the Monmouth County Framework for Public Investment. The entirety of Deal is located in the Priority Growth Investment Area.

Priority Growth Investment Area (PGIA)

The PGIA is situated where there is either existing or planned infrastructure that lend to development and redevelopment opportunities. PGAs are considered the locations for meeting most of the county's future population and employment growth. Public investments related to the efficient development and redevelopment of previously developed sites and optimization of existing settlement patterns should be encouraged. However, the PGIA also includes many established communities seeking to maintain their existing development pattern and character [description taken from the 2016 county plan].



SECTION D. Specific Changes Recommended for the Master Plan and/or Development Regulations

The following goals, objectives and actions are recommended in order to align the Borough's policies and regulations with the changes in planning issues, circumstances, and assumptions that have been set forth in the previous sections B and C, and to reinforce the Borough's vision for future development.

GUIDING VISION

The Borough of Deal's development regulations and land use policies aim toward the establishment and continued enjoyment of an exceptional quality of life for existing and future residents through preservation of the Borough's traditional development patterns and stewardship of its abundant costal features, celebrating the natural and built environments that are the Borough's defining characteristics.

COMPREHENSIVE GOALS

1. Maintain consistency with the purposes of the Municipal Land Use Law (MLUL) as contained within N.J.A.C.4 0:55D-2;
2. As a built-out community, manage and direct the gradual evolution of land use patterns in such a way as to maintain its character as a seaside residential community. Promote land use patterns that balance the needs of high quality development with the continued functioning of valuable natural ecosystem services;
3. Encourage the development of active and passive recreation opportunities that meet the needs of year-round residents and visitors alike;
4. Enhance the Borough's commercial district as a walkable, pedestrian friendly location to promote a vibrant downtown core;
5. Pursue the efficient and cost-effective provision of public services;
6. Promote the health, safety, and welfare of Borough residents by recognizing the threats posed by natural and man-made hazards and engage in hazard mitigation planning.
7. Promote the wellbeing of future generations of Borough residents by engaging in sustainability and resiliency planning, supporting land use and community development policies that provide for the

needs of current residents without compromising the needs of future residents.

8. Establish policies, codes and standards that promote the use of sustainable development practices, including but not necessarily limited to: green building practices, infrastructure, public and private buildings, open space and recreation, local waste and recycling among other strategies;

OBJECTIVES

1. Institute development regulations that maintain the character and scale of buildings, as well as the traditional streetscape elements of the established residential neighborhoods in the Borough;
2. Encourage those public and private actions necessary to develop and sustain the long-term vitality of the Borough's key commercial areas.
3. Continue to promote the health, safety, and general welfare and to minimize public and private losses due to flood conditions through provisions designed to
 - a. Protect human life and health;
 - b. Minimize of expenditure of public money for costly flood control projects;
 - c. Minimize the need for rescue and relief efforts associated with flooding and generally undertaken at the expense of the general public;
 - d. Minimize prolonged business interruption; and
 - e. Minimize damage to public facilities and utilities such as water and gas mains, electric, telephone and sewer lines, streets, and bridges located in areas of special flood hazard.
4. Promote energy efficiency, conservation and increased use of renewable energy to reduce waste and increase recycling; to encourage sustainable green building practices; to reduce the use of hazardous materials and eliminate toxic substances; to reduce greenhouse gas emissions and to plan for mitigating the effects of climate change; to encourage materials reuse and recycling.

5. Collaborate with other government, non-government and private entities to create the most efficient and effective means for realizing community planning goals, while minimizing the financial burden on the Borough.
6. Encourage the redevelopment or revitalization of vacant or underutilized properties.
7. Plan for mitigating the effects of climate change.

PLANNING RECOMMENDATIONS

Land Use and Housing

1. Continually evaluate ordinances on a routine to reduce points of inconstancy and non-clarity, utilizing the annual zoning reports and other such observations of ways in which the land use ordinance could be strengthened or improved.
2. Reevaluate the Borough's existing building bulk requirements and amend those requirements that have not been effective or helpful in preserving the Borough's traditional scale and development patterns.
3. Revise the bulk standards for accessory structures, specific attention should be paid to setback for said structures.
4. Consider alternative approaches that have not yet been instituted for reducing the impacts on neighboring properties of structures that would have imposing bulk conditions, such as additional architectural design standards or revised definitions of architectural building elements.
5. Investigate the potential of a residential floor area ratio (FAR) standard for controlling the bulk of structures in combination with the alternative approaches recommended above.
6. Clarify building coverage standards that currently conflict.
7. Continue to promote the protection of neighborhood characteristics by enforcing buffer areas between non-residential and residential areas.
8. Evaluate the building requirements for principal and accessory buildings and structures located in the Special Flood Hazard Area

to see where regulations might be strengthened to bolster flood protection.

9. Enact a more specific standard for the measurement of seasonal high water to more closely regulate and control potential disruptions to the water table from new construction, and to ensure consistency in implementing the Borough's development regulations.

Recreation and Conservation

1. Prepare an updated Open Space, Recreation, and Conservation Master Plan Element that updates the Borough's recreation and open space inventory, analyzes the adequacy of existing facilities in meeting the needs of all age groups and population segments, and identifies specific properties for targeted open space, conservation, or recreation preservation. Any Open Space, Recreation and Conservation Plan Element should be structured in such a way as to permit the Borough to pursue State and other grants.
2. Prepare a Natural Resource Inventory, to be sure that land use regulations and planning policy is made based on a full understanding of current environmental conditions in the Borough and to assist in tracking changes over time.
3. Preserve the Borough's remaining trees in order to continue to enjoy the aesthetic and environmental benefits of tree cover.
4. Enact a Tree Preservation Ordinance that would regulate the removal of certain qualifying trees, require a tree inventory and inspection, institute a fee-based tree removal permit requirement, and limit the timing for cutting trees prior to the start of construction, among other actions.
5. Continue to upgrade green spaces.

Sustainability, Resiliency, and Hazard Mitigation

1. Implement the three Borough-specific hazard mitigation actions included in the Monmouth County Multi-Jurisdictional Hazard Mitigation Plan (2015).

2. Continue to review and reevaluate methods to reduce vulnerabilities to future natural disasters.
3. Continue to review the Borough's Flood Hazard standards and building construction requirements and revise according to the latest FEMA data and recommendations.
4. Participate in the Natural Flood Insurance Program Community Rating System program.
5. Form a Green Team that can work toward the achievement of *Sustainable Jersey* certification.
6. Given the amount of redevelopment that occurs within Deal as a built-out municipality, pursue policies and programs that encourage recycling of construction materials and salvageable improvements.

Circulation

1. Promote multi-modal transit options that provide infrastructure for pedestrians and cyclists to comfortably navigate.
2. Develop a complete streets policy.
3. Conduct a sidewalk audit to determine gaps in the pedestrian circulation network and to identify areas where pedestrian infrastructure is not up to code, such as the width of handrails coming off the beach.
4. Encourage the development of a Safe Route to School program to create safer walking conditions for students and promote walking to school.
5. Consider locations in the Borough where pedestrian, cyclist and motorist safety would be enhanced by changed parking arrangements, such as one-side only parking requirements.

Community Facilities

1. Evaluate and assess the usage of community facilities in order to determine where resources could be used most effectively and where there may be gaps in service.

2. Acknowledge the potential impacts of public, semi-public, and institutional uses on surrounding residential neighborhoods and regulate these uses accordingly to mitigate impacts from anticipated intensive use.
3. Work with the Board of Education in long-term planning for the Borough's school facilities.
4. Examine public and semi-public bulk and performance standard requirements to ensure that any such facilities would have adequate land for required accessory needs such as parking, stormwater management, utilities, and the like.

Economic Development

1. Consider encouraging or implementing the following activities in the Borough's commercial district:
 - a. Improving streetscapes through unified signage, facades, public walkways and landscaping;
 - b. Improving vehicular, bicycle and pedestrian circulation; and
 - c. Instituting a unified wayfinding signage program.
2. Review first-floor permitted uses in commercial districts to ensure that uses allowed at ground level promote vibrant day, evening and weekend foot traffic.
3. Coordinate with the Chamber of Commerce in efforts to draw a variety of businesses that bring foot-traffic to the downtown.

Utilities

1. Prepare emergency management plans with contingencies and backups for utility service interruptions due to natural or man-made disasters.
2. Continue to update the Borough's Stormwater Management Plan and stormwater regulations as new Best Management Practices are promulgated, including standards from the following sources:
 - a. Improve stormwater management by implementing policies and practices as outlined by the New Jersey Department of

Environmental Protection (NJDEP) and the Environmental Protection Agency (EPA).

- b. "NJ Stormwater Best Management Practices Manual" - NJDEP.
- c. "Green Infrastructure in NJ" -NJDEP.
- d. "Green Streets: Sustainable Stormwater Management" - EPA.
- e. "Stormwater to Street Trees: Engineering Urban Forests for Stormwater Management"- EPA.

3. Improve drainage system maintenance to ensure that all storm drains are free and clear of debris before major storm events.

RECOMMENDED ORDINANCE CHANGES

During the Reexamination review process, a number of potential new ordinances and helpful points of clarification of existing ordinances were considered. It is recommended that the Borough revise conflicting ordinance sections as well as update some ordinances that are dated to keep current with existing land use trends.

SECTION E. Recommendations Concerning the Incorporation of Redevelopment Plans into the Land Use Element and Local Development Regulations

Currently, there are no Redevelopment Areas in the Borough, but it should be recognized that this is still a viable tool to stimulate private investment, economic development and reconstitute otherwise stagnant buildings, structures, properties and or areas of the Borough. As such, it is recommended that the Borough consider utilization of this tool in the future, in appropriate areas of Deal.