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February 13, 2018

Gerard Scharfenberger, Director
New Jersey Business Action Center
Office for Planning Advocacy
Department of State
P.O. Box 820
Trenton, New Jersey 08625-0820

Re: South Toms River Plan Endorsement
MC Project No. 17006463G

Dear Mr. Scharfenberger:

I am pleased to provide supplemental information related to the South Toms River Plan Endorsement Pre-Petition submission per the recommendation of Rick Brown, reviewing the application as part of the New Jersey Department of Environmental Protection team assisting the Office of Planning Advocacy for the state agency review process.

To provide greater detail with regard to the area that South Toms River is seeking Plan Endorsement for and why the Borough feels that such endorsement accompanied by a Center Designation would be important and beneficial to directing future growth, we are submitting several additional pieces of information to assist in the agency review process. Included are:

- A more detailed explanation of goals and intent (below);
- Center Designation Study Area Map;
- Pinelands Management Areas Map;
- Wetlands Map;
- Sewer Service Area Map;
- Public Lands Map.

Goals and Intent – The South Toms River Master Plan articulates a list of Goals and Objectives for the community highlighting a future vision that respects existing character, seeks economic balance, and works towards orderly change and redevelopment. The Borough aims toward enhancing the overall aesthetic of the community by implementing design standards to create a more pedestrian friendly environment and streetscape; utilize conservation and natural areas to boost visual appeal as well as providing recreational and stormwater functions; and redeveloping the main route through town to create a vibrant mixed use, downtown center. The main area of focus is the section of the Borough east of the Garden State Parkway in the vicinity of Route 166



corridor, also known as Atlantic City Boulevard, and Crabbe Road. A Center Designation Study Area Map depicting the area is provided.

Additionally, the study area is designated in red on each of the other maps. It consists primarily of older low density strip commercial and light industrial uses that have potential to evolve in the future into a lively downtown. Currently, Crabbe Road contains vacant, available land that once housed marina related operations which are directly across from an operating marina and adjacent to municipally owned parkland. The potential for redeveloping this site is contained in the Route 166 Redevelopment Plan. There is current interest in this property for residential development, which could be part of a greater mixed use downtown center. With its waterfront location, green construction measures and flood resiliency can be addressed with the individual developer upon selection.

Opportunities exist to create a more focused sense of place for this shore town, produce greater efficiencies related to transportation and parking, include a bicycle and pedestrian trail along a former rail easement connecting to adjacent municipalities, design a coordinated wayfinding plan, and establish a mixed use development that will produce a greater sense of community. The delineated study area is proximate to Toms River which recently received Plan Endorsement and Town Center Designations. These factors strategically align the Borough for economic growth. With a goal on achieving a mix of uses and enhancements to serve both residents and seasonal tourists, a Town Center designation would facilitate zoning and redevelopment amendments to allow for greater density associated with a walkable downtown.

I look forward to our upcoming meeting on March 8th. If there is any additional information that you would like for us to provide before we meet, please do not hesitate to contact me.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'D. Alaimo Lawlor'.

Debbie Alaimo Lawlor, FAICP, PP
Discipline Leader – Planning Services
Senior Associate