

Beach Haven Project Overview & Public Meeting

Victoria Rose Project

510 North Bay Avenue between
Fifth & Sixth Streets

Boro Hall, Friday, May 18, 2018



Objectives

Inform and Clarify

Present Project

Respond to Petition Comments

Answer Beach Haven's Public's Concerns

PETITION ISSUES

- PARKING
- HEIGHT
- STORM WATER MANAGEMENT
- FIRE PROTECTION
- TRAFFIC CONGESTION
- PROPERTY VALUES
- AESTHETICS
- SETBACKS & DENSITY

DRAGNET

A movie poster for the TV series 'Dragnet'. At the top, the word 'DRAGNET' is written in large, white, bold, serif capital letters with a black drop shadow. Below the title, two men are shown from the chest up. The man on the left is Adam Rodriguez, wearing a light blue suit jacket, a white shirt, and a dark tie. The man on the right is James Van Der Beek, wearing a dark suit jacket, a white shirt, and a dark tie. They are both looking slightly to the right. In the background, a large, faded police badge is visible, featuring a central figure and the words 'POLICE' and 'DEPARTMENT'. The entire scene is set against a solid red background.

Just the Facts, Ma'am!

Why Do Town Council Members think it's a good idea?

1. Revitalizes the north end of town via a designated Business Redevelopment District
2. Provides Revenue for the Town and possibly lowers taxes
3. It is mixed-use, keeps the Post Office in town, incorporates affordable housing and provides for retail
4. Increases parking capacity in town BUT encourages locals to walk and bike
5. Encourages year-around residents to move back to Beach Haven (COAH)
6. Exemplifies the philosophy behind "Downtown Beach Haven"
7. Provides a means to finance Storm Water Remediation

Beach Haven Business Economic Development District

01

Only five areas are designated by Council and approved by the State of NJ

02

Redevelopment & Rehabilitation designation allows **greater flexibility and stimulates investment**

03

Ensures **development that maintains community's character**

Beach Haven Business Economic Development District

NJ BEDD's promote the revitalization of commercial centers using mixed-use redevelopment integrating:

- Retail
- Office
- Restaurant
- Community services

Uses with housing:

- Second floor apartments
- Condominiums
- Townhomes

AREAS DESIGNATED AS REHABILITATION AREAS (1-4) AND REDEVELOPMENT AREAS (5) BHBRD's:

- 1. 2nd & Bay
- 2. Old Post Office
- 3. Old Bank Building
- 4. Surfflight
- 5. Marine Commercial District (Morrison's)

COAH

1. COAH, formerly the state agency responsible for affordable housing, and now enforced by the New Jersey State Court, mandated that the Borough of Beach Haven comply
2. The Borough adopted two ordinances: one creates an affordable housing overlay and one applies the regulations town wide
3. This has facilitated the creation of residential units on upper floors of commercial zones in the business district
4. The ordinance requires any new development of five or more units to provide a 20% set aside for purchase and 15% set aside for rentals to qualified applicants

The Developers

- Terry Moeller is passionate about Beach Haven and a lifelong local. He was born, bred and schooled in Beach Haven. He will next door to the proposed project.
- Thomas Bertussi is the main investor. His family business has a 60-year track record of building responsibly on the East Coast and has constructed dozens of oceanfront homes, many on LBI



Existing Oversize
Buildings in Town

Architectural Inspiration

- Inspired by the Victorians of Beach Haven



Moeller's Favorite Street



Some of Moellers Favorite Houses

Architectural Inspiration

- Inspired by the Victorians of Beach Haven



Architectural Inspiration

- Inspired by the Victorians of Beach Haven



Corner of Bay Avenue & Sixth Street



Neighboring Properties



Charming "Contributing" Architecture Shops across Bay Avenue



Colorful family fun retail on NE Corner

Neighboring Properties





SALES RENTALS
SEA BREEZE REALTY
609.494.7778
609.492.8200
SeaBreezeRealtyonLBI.com

United States
Post Office

Health Mart
Post Office
Shorefront, NJ

Bay Avenue Elevation - Existing



Bay Avenue Elevation



Sixth Street Elevation - Existing



Sixth Street Elevation

Northwest Corner – Existing Back of Building



Northwest Corner – Existing Back of Building



Northwest Corner – Back of Building



Primary Features of the New Development

- In keeping with Architectural style of Beach Haven
- Beach Haven Post Office will be located on the southeast corner of the Building
- Four Additional Retail Spaces for Sale
- Two and three bedroom condominiums
- Two and three-bedroom COAH condominiums starting at 94k
- Courtyard Green Space
- Roof Terrace barely visible from street
- Backs up to developer's future home

Victoria Rose Statistics

- Overall Height 38' – 95.6 %
- Number of residents at full capacity – 40 + 10 COAH Locals
- Building under 40,000 square feet living/retail space total not 54,000 as reported in The Sandpaper
 - 5900 Square' - Five Retail Units
 - 2nd & 3rd - 17175 each floor
 - 22 units total
 - 14 Two-Bedroom
 - 8 Three-Bedroom

Parking

- The Developer is providing - onsite:
 - 37 parking spaces for condo owners
 - Six (6) limited-time parking spaces for retail

Additionally, there will be:

12 limited-time, diagonal parking spaces in front of the building along Bay Avenue

Four (4) of those will be located in the "drive through"

TOTAL ADDITIONAL PARKING IN TOWN = 47 Spaces

Height

- None of the building is four (4) stories high
- The building is three stories high
- There is a garage and retail on the ground level
- There are two levels of condominiums
- Like Many Buildings in Beach Haven, it has a roof top deck, accessible by elevator
- Elevator Shaft is 48'6" High and accounts for 1.9% of the total building)

Storm Water Management

- Bank Building Property has a 100-percent impervious surface currently
- New Project allows for 36.7% impervious surface (currently 100% impervious)
- Pervious “porous” pavers will be on 100% of the unbuilt surface
- Roof drains to the parking area at back

Fire Protection

- The Building has a state-of-the-art environmentally-sound extensive sprinkler system
- Each unit is self-contained so a fire cannot spread unit to unit
- All fire-compliant materials will be used
- No special fire truck will need to be purchased by the Borough of Beach Haven to service the new building

Traffic Congestion

- At full capacity, Victoria Rose will house approximately 10 full time local residents in the COAH units
- When all condominiums are sold, Victoria Rose will house approximately 40 full or part-time time residents in the other 17 condominiums
- There will be an estimated net increase in population -1%
- 10 of those will be locals returning to Beach Haven after the exodus of Super Storm Sandy
- Since all residents are in town, they will walk and bike to shops and attractions, not contributing to traffic congestion

Property Values

- There will be increased tax revenue received by the Borough
- The current taxes on this property will increase from approximately \$18,000 per year to over an estimated \$120,000 in year 5
- This will aid in reducing the tax burden of existing home owners
- The increased tax revenue will facilitate financing flood remediation
- A new pumping station will be financed solely on the proceeds from tax derived from this project

Aesthetics

- Architectural inspiration for Victoria Rose originated in Beach Haven
- Despite the size of the building, architectural massing and period details provide for variety in the façades
- The streetscape follows the prescribed model in the Master Plan
- The streetscape will resemble the pocket park in front of Beach Haven School

Setbacks & Density - Lot Coverage

- Actual Setbacks: East: 0/ South: 10' and 5'4"/ West: 5'/ North:0
Zoning Requirements (e.g. Building code)
- The current zoning code in the commercial area requires a 25-foot setback at the rear. However this is a corner lot and based on the definition it has two sides and two fronts. A zero setback is permitted on all property lines
- A 0-foot setback is permitted at the front or sides of the building
- The front is designated/determined as the side facing the public roads of Bay Ave and 6th street
- A 75% impervious lot coverage is permitted
- There is a 10-foot buffer zone between commercial and residential. Very few of the businesses in Beach Haven, meet these standards because so many predate the current zoning code
- The project has a 0-foot setback on the deck/landing/porch
- There is a 5-foot setback along the west side, a 0-foot setback along 6th Street, and a 10-foot setback for 96 feet on the south side then transitioning to 5 feet for the remaining 41 feet
- With the current plans the coverage is 88.6%; if they take another 5 feet off the back of the building the coverage would go down to about 85%
- With the setback and use of pervious material the area of impervious coverage is 38.3% where 75% impervious coverage is permitted

Conclusions

1. We will lose the Post Office which engenders the disintegration of “Downtown”
2. Minimal impact on the town: project is 100% self-contained, including proprietary waste removal
3. Approval of this project will encourage additional investment/development
4. Different developers will ensure a variety of architectural styles inspired by Beach Haven’s heritage
5. Subsequent Beach Haven Revitalization Projects may not happen if the V.R. Project is not approved due to investor’s “cold feet”
6. Ghost Town Affect: More residential development of single-family homes will replace retail spaces in “Downtown Beach Haven” making it potentially a bedroom town with no commercial center

Information and Contacts

The presentation and handouts will all be accessible on the
Borough of Beach Haven Website

www.beachhaven-nj.gov

www.visitbeachhaven.com

Like us on Facebook – visitbeachhaven

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2. Tom Bertussi - email: tbertussi@bertussiplumbing.com
3. Mayor Nancy Davis – email: mayordavis@beachhaven-nj.gov
4. Don Kakstis – email: councilmankakstis@beachhaven-nj.gov

Beach Haven's Public's Concerns – Q & A
