



MAYS LANDING

NEIGHBORHOOD PLAN

HAMILTON TOWNSHIP, NJ

Draft: September 2015

Clarke Caton Hintz



MAYS LANDING NEIGHBORHOOD PLAN

HAMILTON TOWNSHIP, ATLANTIC COUNTY, NEW JERSEY

Prepared for the Hamilton Township Planning Board

2015 Planning Board

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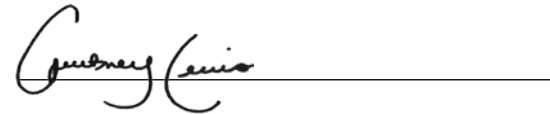
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1

Introduction

Introduction

The purpose of this plan is to explore how redevelopment and green infrastructure can be used to enhance economic development, flood mitigation and resiliency, aesthetics and the quality of life in Mays Landing.

The first part of this Plan analyzes the existing conditions of the Study Area including, but not limited to current zoning, land use, development potential, existing business and residence conditions, historic character, circulation and environmental conditions.

The Plan then uses findings from a S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) Analysis to identify the strengths, weaknesses, opportunities and threats to improving the appearance, function and economic vitality of Mays Landing.

Finally, the Plan builds on this analysis and provides recommendations that address flood mitigation and resiliency, as well as economic development initiatives, zoning changes, building character and land use changes, circulation and streetscape improvements, historic preservation, and use of green infrastructure.

This neighborhood plan builds upon the work of previous planning efforts undertaken by the



Great Egg Harbor River

A VISION OF MAYS LANDING

“A vision of Mays Landing is a vibrant mixed use community that takes advantage of its unique assets – nationally recognized historic district, a revitalized Main Street, location on the Great Egg Harbor River and Lake Lenape, and as a center of government – to attract visitors and tourists while meeting the needs of local residents.”

Hamilton Township 2006 Reexamination Report and Master Plan Update, Page 24

Township. Other reports that are referenced herein include the 2004 Livable Community Action Plan, the Township's 2006 Master Plan Reexamination Report, the 2007 Mill Complex Redevelopment Plan, and the Township's 2014 Strategic Recovery Planning Report.

FUNDING

This Plan was funded by a grant through the New Jersey Department of Community Affairs Post-Sandy Planning Assistance Grant (PSPAG) Program, which awards non-competitive grant funding for municipalities affected by Sandy to carry out post-Sandy recovery and resilience planning projects. As required for participation in PSPAG, the Township prepared a Strategic Recovery Planning Report in April 2014. The Strategic Recovery Planning Report identified a neighborhood redevelopment plan such as this, a "High Priority Recovery Strategy".

PAST PLANNING EFFORTS

2004 LIVABLE COMMUNITY ACTION PLAN

In 2004, The Pinelands Excellence Program issued the Livable Community Action Plan. The plan focused on addressing design and development issues in Hamilton Township's Regional Growth Area (RGA) and developing a community based vision for the future of

Mays Landing. The plan provided goals and objectives for downtown revitalization, parking, streetscaping, historic preservation, and economic development. In addition to outlining goals and objectives, the plan also provided a list of implementation recommendations that addressed priorities, responsibilities, pre-requisites, and resources. As discussed later in this plan, many of these recommendations remain relevant.

The following is a list of the recommendations identified in the plan:

- Develop Strategic Area Plan for Mays Landing
- Develop Mays Landing Bypass Plan
- Develop Strategic Area Plan for Race Track District
- Adopt Build-To Commercial Building Siting
- Revise Site Plan Parking Requirements
- Obtain Street Connectivity through Subdivision Regulations
- Adopt Greenway Plan
- Map Framework Street Corridors
- Revise Street Design Guidelines

- Revise Stormwater Regulations
- Revise Master Plan

2006 MASTER PLAN REEXAMINATION REPORT

In 2006, the Township adopted a Reexamination Report that supports the goals, objectives and recommendations of the 2004 Livable Community Action Plan. The report focused heavily on future growth and development, as well as several obstacles to development in regional growth areas. This plan included the vision for Mays Landing shown on page 8.

The following is a list of goals identified in the report:

- Provide a balanced land use development pattern which can be effectively serviced by the transportation, the utility and the community facilities systems of the Township.
- Provide a broad range of housing types.
- Work with State and County agencies to develop a plan to increase the free flow condition along US Route 322/40 between McKee Avenue and Cologne Avenue.
- Provide less congested roadways throughout Hamilton Township not only on

major corridors.

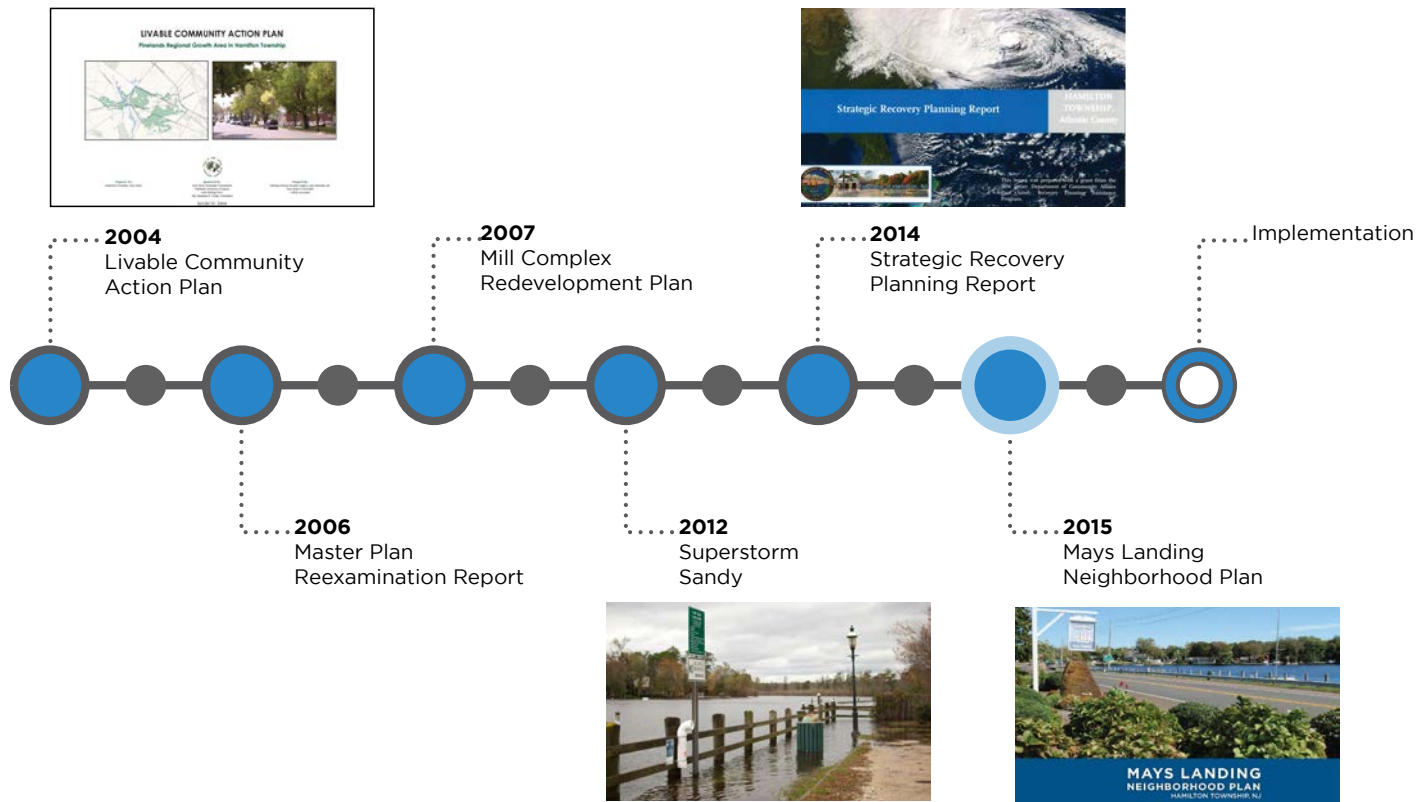
- Protect the Township's open space, environmentally sensitive areas and natural resources.
- Encourage farmland preservation.
- Provide for a comprehensive system of

public open space to serve all segments of the population

- Provide for a comprehensive system of public open space and recreation facilities to serve all segments of the population.
- Proposed recreational plans should be presented to the Planning Board

for review and input as it pertains the planning and layout of the plan.

- Incorporate police, fire and rescue facilities on or off of McKee Avenue for quicker response.
- Coordinate with police fire and rescue on evacuation routes and response routes to allow for quicker responses.



2007 MILL COMPLEX REDEVELOPMENT PLAN

In 2007, the Mayor and Township Committee adopted a redevelopment plan for the Mill Complex Redevelopment Area which was designated as an area in need of redevelopment in 2005. The plan was intended to spark redevelopment in the area and support ongoing efforts to revitalize the Main Street commercial area. The plan also focused on adaptive reuse of the existing structures.

2014 HAMILTON TOWNSHIP STRATEGIC RECOVERY PLANNING REPORT

In 2014 a Strategic Recovery Planning Report was prepared for the Township in response to the natural disaster Superstorm Sandy. The purpose of the report was to evaluate the impacts from Superstorm Sandy and identify goals for long-term recovery. The report focused on economic development, reconstruction, land use regulations and historic preservation within the realm of response to a natural disaster.

DEMOGRAPHICS

Demographic information gathered for this study reflects data from the 2010 Census and the 2013 American Community Survey for Mays Landing, an unincorporated community and census designated place (CDP) located within Hamilton Township. As defined by the United States Census Bureau, CDPs are the statistical counterparts of incorporated places, and are delineated to provide data for settled concentrations of population that are identifiable by name but are not legally incorporated under the laws of the state in which they are located. The boundaries usually are defined in cooperation with officials and usually coincide with visible features or the boundary of an adjacent incorporated place or another legal entity boundary⁽¹⁾.

For the purposes of this study the (CPD) boundaries of Mays Landing consists of Census Tracts (114.01, 114.04 and 115)⁽²⁾. These boundaries are largely consistent with the boundaries of the Study Area with the exception of the residential area north of Morningside Drive, the Mill Complex Redevelopment Area and surrounding industrial areas north of Old Harding Highway and west of Mill Street, and the

¹ 2010 Geographic Terms and Concepts. (2010). Retrieved September 17, 2015, from https://www.census.gov/geo/reference/gtc/gtc_place.htm

² U.S. Census Bureau's MAF/TIGER database (TAB10ST34)

small commercial area east of the intersection of River Drive and Main Street.

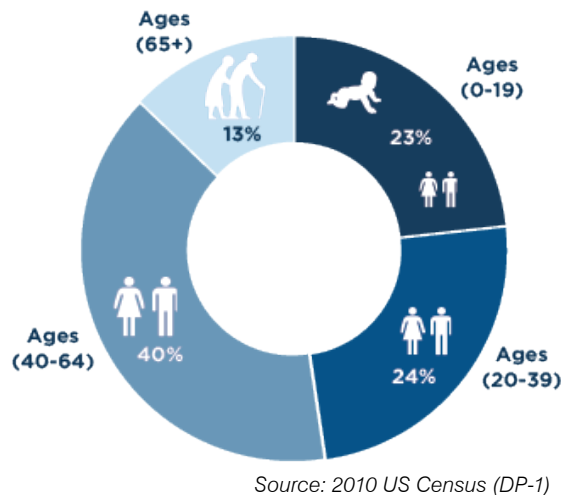
TOTAL POPULATION



Source: 2010 US Census (DP-1)

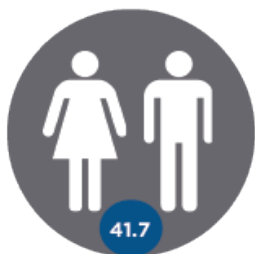
In 2010 the total population for Mays Landing was 2,135, an 8% decrease from its 2,321 residents in 2000. This decline continued between 2010 and 2013 with the population further decreasing to 1,944 residents, a loss of 8%. The village's decline from 2000 to 2010 can be compared to the Township which experienced a 29% increase, the County which experienced a 9% increase, and the State which

POPULATION BY AGE COHORT



experienced a 5% increase.

The age structure of Mays Landing provides key insights into the level of demand for age based services and facilities. The median age in Mays Landing is 41. This is older than the New Jersey median age of 39. Thirteen percent of the population is aged 65 and older and the largest



MEDIAN AGE

cohorts are between the ages of 40 and 64. This suggests mature and aging population.

Mays Landing's housing occupancy, or tenure, provides insights into its socio-economic status as well as the role it plays in the housing market. In 2013 there were 824 occupied housing units in Mays Landing; approximately 81%, or 669, were owner occupied and 18%, or 155, were

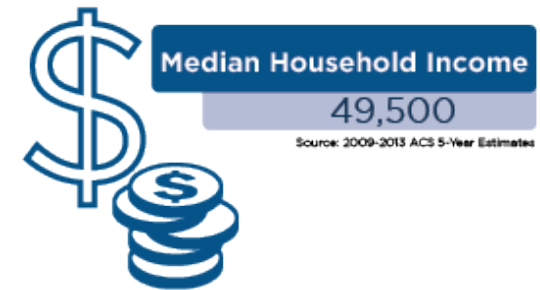


rented. Mays Landing has a high concentration of home owners which indicates a more settled area with families.

In 2013 there were 853 total housing units in Mays Landing. The majority of the housing units in Mays Landing are detached and attached single-family dwellings which are more likely to attract families. The number of bedrooms in a dwelling is an indicator of the size of dwellings, and when combined with dwelling type, provides insight into the role Mays Landing plays in the housing market.

Over 80% of the housing stock was constructed before 1980. The largest period of housing

concentration in Mays Landing occurred in 1939 or earlier. This is consistent with the presence of the large historic district encompassing much of



the Study Area. Additionally, the lack of housing construction is consistent with the recent population decline.

The median household income in Mays Landing of \$ 49,500 is significantly lower than that of the County at \$72,092 and the State at \$97,225. Additionally, this is a 6% decrease from Mays Landing's median household income of \$52,628 in 2000. Approximately 9% of Mays Landing's residents were living below the poverty level.

Households form the common "economic unit" in our society. Household income is one of the most important indicators of socio-economic status. With other data sources, such as Occupation, it helps to reveal the economic opportunities and socio-economic status of Mays Landing. Household income, however, is not necessarily a measure of wealth. For

AVERAGE HOUSEHOLD SIZE : 2.46



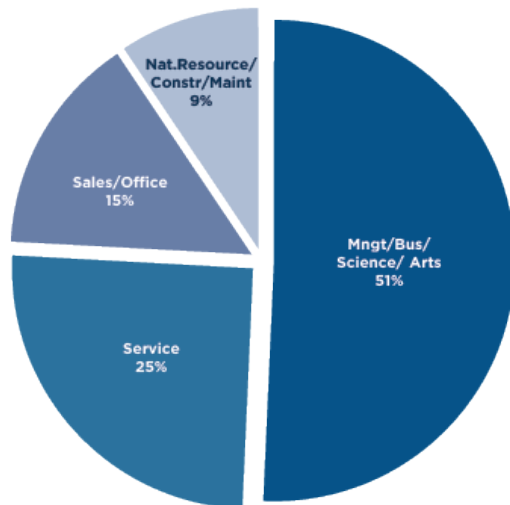
Source: 2010 US Census (DP-1)

this reason, household income should be viewed in conjunction with age and household composition.

Sixty-seven percent of Mays Landing households are family households, and of those, approximately 47% are married-couple families.

EMPLOYMENT BY OCCUPATION

The



Source: 2009-2013 American Community Survey Selected Economic Characteristics (DP03)

average household size is 2.46 person and 26% of family households have children under 18 years of age.

Employment by occupation identifies the occupations of employed persons in Mays Landing. While residents of Mays Landing work in a variety of industries, over 50 percent of employed residents work in management, business, science, arts and service related occupations.

The loss of population from 2000 to 2010 and lower incomes, as compared to the County, contribute to the need to identify strategies to make the village more attractive to new residents and businesses. The recommendations herein are intended to remove barriers to this growth and improve quality of life and the economic climate for existing residents and businesses.

Study Area

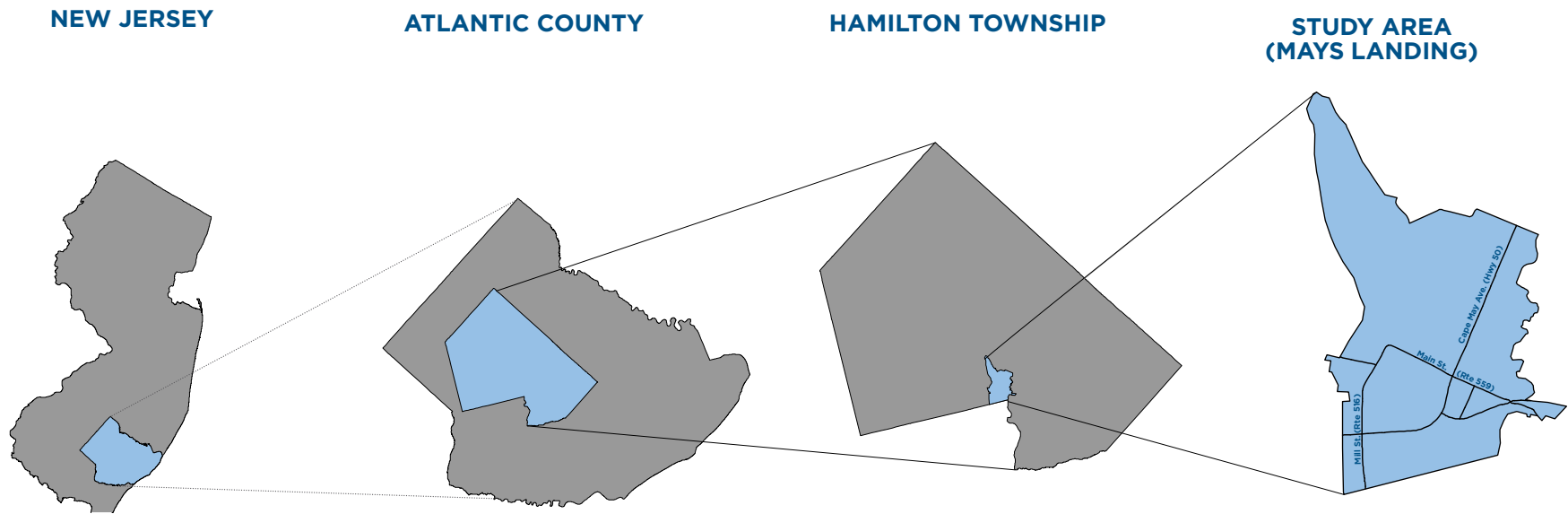
The 838 acre Study Area is located in the small, quaint Village of Mays Landing that is often recognized for its historic charm and natural scenic beauty. Situated along the water's edge of Lake Lenape and bisected by the Great Egg Harbor River, Mays Landing's origins are directly linked to its surrounding waterbodies. The Village developed due to its proximity to the Great Egg Harbor River and the ability to harness its waterpower for industrial uses.

Three of Township's major thoroughfares, Harding Highway (US 40), Cape May Avenue (New Jersey Route 50) and Somers Point-Mays Landing Road (New Jersey Route 559) run through the Study Area and converge in the heart of Mays Landing.

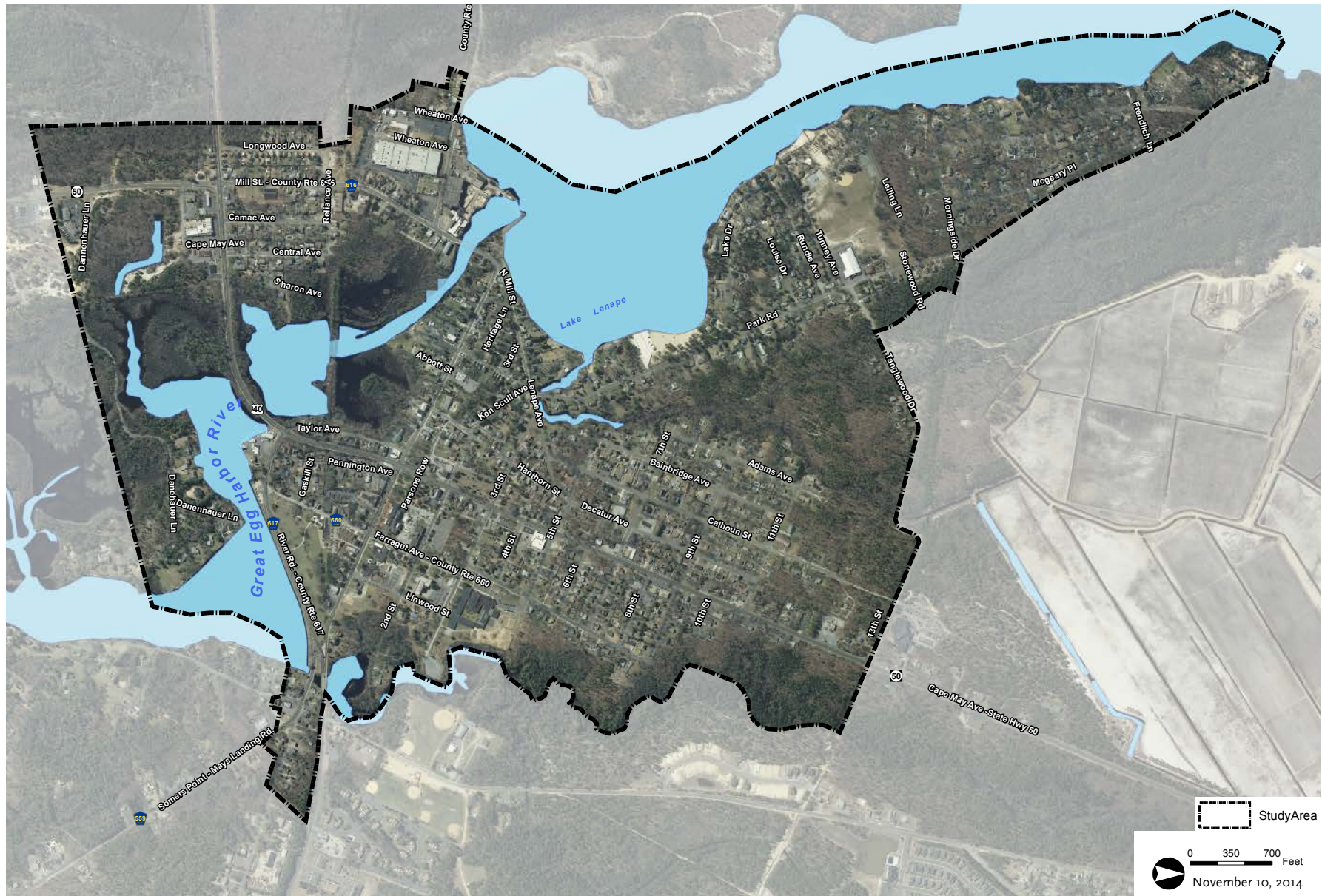
Mays Landing also has a role of regional importance by being the county seat of Atlantic County. Mays Landing is the historic center and primary "downtown" of Hamilton Township.

Main Street serves as the central core of Mays Landing's downtown and consists of a traditional shopping district with retail shops fronting on the street. This area also hosts a number of office uses, many of which are related to or supported by the County facilities. The Study Area consists of the Mays Landing Historic District and the immediate surrounding area.

PROJECT LOCATION



STUDY AREA MAP





2

Existing Conditions

WATER RESOURCES

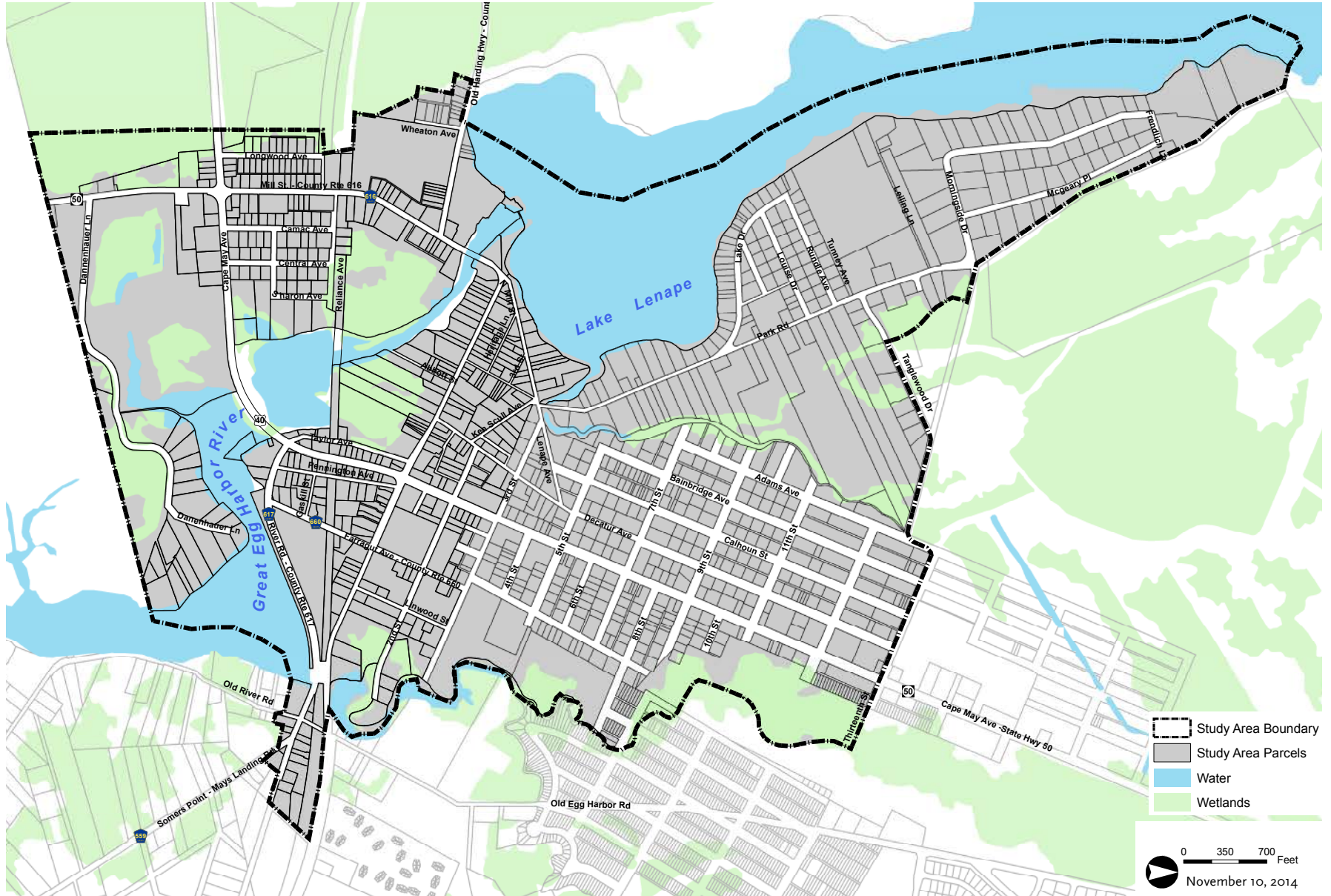
The Water Resources map on page 13 shows the location of wetlands and stream corridors within the Study Area. Wetlands play an integral part in helping regulate and reduce flooding as well as maintaining good water quality in the surrounding waterbodies. Development in these vital areas is restricted by the New Jersey Department of Environmental Protection (NJDEP).

Lake Lenape and the Great Egg Harbor River are two of Mays Landing's greatest assets. Both are recognized for their natural, cultural, historical, recreational and scenic properties. Lake Lenape is part of the Atlantic County Park system and the Great Egg Harbor River has been designated a National Scenic and Recreational River by the National Park Service



Wetlands along the Great Egg Harbor River.

WATER RESOURCES MAP



FLOOD HAZARDOUS AREAS

Both the growth and development of Mays Landing has been greatly influenced by its natural and geographical context. Special Flood Hazard Areas (SFHA), previously referred to as the 100-year flood zone, are areas having a 1% chance of flooding in any given year. Approximately 46% (377 acres) of the Study Area lies within the SFHA and is subject to periodic flooding.

These areas are generally located along the Dry Run stream corridor and on the southeastern banks of Lake Lenape along Park Road, Lake Drive, and Lenape Avenue. Areas in southern and eastern portions of the Study Area immediately adjacent to the Great Egg Harbor River and the Watering Race Branch stream corridor are also in the SFHA. These areas are generally located along Harding Highway, Danenhauer Lane, River Drive, Main Street, 2nd Street and 3rd Street.

The Federal Emergency Management Agency (FEMA) defines Base Flood Elevation (BFE) as the computed elevation to which floodwater is anticipated to rise during the base flood in the SFHA. The BFE is the regulatory requirement for the elevation or floodproofing of structures.⁽¹⁾The

¹ Base Flood Elevation | FEMA.gov. (2015, April 26). Retrieved September 17, 2015, from <http://www.fema.gov/base-flood-elevation>



Hurricane Sandy, 2012.

entirety of the study area has a base flood elevation (BFE) of 8 feet.⁽²⁾

The majority of the Study Area has an elevation greater than 8 feet, but significant portions, including parts of Mill Street, Harding Highway, River Drive, the area south of Main Street between Abbott Street and Taylor Avenue and areas along the northeastern boundary of the Study Area have an elevation of 5 feet.⁽³⁾ As such, during a projected 100-year flood scenario, these portions of the study area may experience flood waters up to 3 feet in depth.

² NJ Flood Mapper (<http://njfloodmapper.org/>) Produced in collaboration with the NOAA Coastal Services Center (CSC) through a partnership with the Jacques Cousteau National Estuarine Research Reserve (JCNERR) and the Grant F. Walton Center for Remote Sensing and Spatial Analysis (CRSSA), Rutgers University

³ BAE Systems ADR (2003) 2000 Elevation Contours Atlantic County, New Jersey



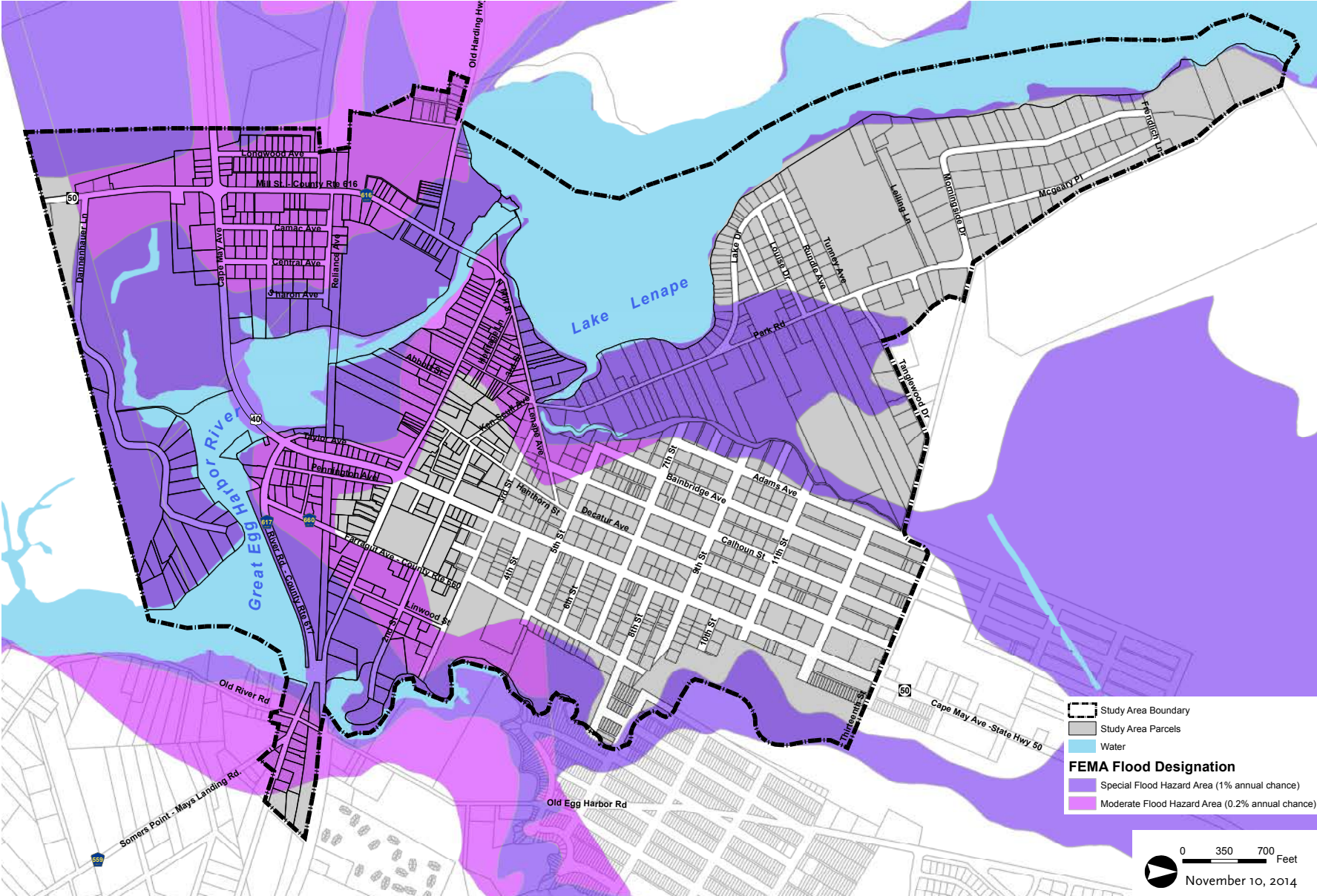
Mays Landing bulkhead.

The National Flood Insurance Program (NFIP) requires that the lowest floor of any new or reconstructed buildings must be elevated at or above an area's (BFE), though raising buildings at least one foot above the (BFE) is recommended to account for wave action and to protect electrical equipment, and account for some level of sea level rise.

As sea-levels rise, so will base flood elevations. The National Oceanic and Atmospheric Administration collaborated with scientists,

FEMA, the Army Corps of Engineers, United States Global Change Research Program, and White House Council on Environmental Quality to produce maps of four scenarios of sea-level rise by 2050 and 2100 using FEMA's special

FLOOD HAZARDOUS AREAS MAP





Flood damage after Hurricane Sandy.

flood hazard data. These four scenarios are categorized as Lowest, Intermediate-Low, Intermediate-High and Highest and each is expressed as an increase in the BFE, beyond the current 8 foot designation. Table 1, *Sea Level Rise Scenarios*, summarizes the four scenarios.

The best case scenario (“Lowest”) anticipates that sea levels will increase by 0.3 feet by 2050 and 0.7 feet by 2100, while the worst case scenario (“Highest”) anticipates that sea levels will increase by 2 feet by 2050 and 6.6 feet by 2100.⁴ Sea-level rise increases the frequency, duration, and severity of flooding. The Study Area’s low-elevation makes it susceptible to flood water inundation not only during today’s

⁴ NOAA, FEMA, USACE, USGCRP, and CEQ. Scenarios from Global Sea Level Rise Scenarios for the United States National Climate Assessment. Published: December 6, 2012. Maps available at: <http://geoplatform.maps.arcgis.com/home/item.html?id=2960f1e066544582ae0f0d988ccb3d27>

Sea Level Rise Scenarios		
Scenario	Scenario Basis	Sea Level Rise
Lowest	Historic rates of observed sea level change	2050: +0.3 feet 2100: +0.7 feet
Intermediate-Low	Projected ocean warming	2050: +0.7 feet 2100: +1.6 feet
Intermediate-High	Projected ocean warming and recent ice sheet loss	2050: +1.3 feet 2100: +3.9 feet
Highest	Ocean warming and the maximum plausible contribution of ice sheet loss and glacial melting	2050: +2.0 feet 2100: +6.6 feet

Table 1: Sea Level Rise Scenarios

rain events, but also under projected sea-level rise scenarios.

If no new protective measures are put in place, the Intermediate-High Scenario, which projects sea levels increasing by 1.3 feet by 2050 and 3.9 feet by 2100, would result in increased susceptibility to flood inundation in parts of the Study Area.

It should be noted that sea level rise is not always directly proportionate to increase in base flood elevation. A coalition that includes NOAA, FEMA, US Army Corps of Engineers, and the US Global Change Research Program created a tool that calculates projections of base flood elevation for each of these scenarios based

on current New Jersey statewide historical sea level rise trends. For example, although the Intermediate-High Scenario projects a 1.3 foot sea level rise by 2050 and a 3.9 foot sea level rise by 2100, the projected base flood elevations in 2050 and 2100 are 10 feet and 13 feet. For context, this number assumes that the advisory base flood elevation is 8.36 feet for an area with an 8 foot base flood elevation, and all base flood elevations are calculated to the nearest half-foot.

Additionally, the projection assumes that water levels rise at the New Jersey Statewide average historical trend of 3.88 millimeters per year, based on data from meters at Cape May, Atlantic City, and Sandy Hook.⁵

⁵ Planning for Changing Sea Levels, Simple Tool. http://www.corpsclimate.us/Sandy/curvesNJNY2_simple.asp



Lake Lenape Dam
Photo Credit: Dave Griffin

maintenance or overall poor structural capacity. Although the Township has not experienced any major dam failure in recent past, the future risk can be attributed to the structure nearing the end of its design life.

The conditions measured at these sites may not be reflective of conditions at the Study Area, given their geography. The closest meter, at the southern tip of Manhattan, records historic sea level rise at a rate of 2.84 millimeters per year.

The dam at Lake Lenape is categorized as a high hazard potential dam in accordance with federal guidelines with a normal storage capacity of over 6,600 acre-feet. Dams with the high hazard potential classification are those dams where failure will probably cause loss of human life and extensive property damage.

Dam failure may result from natural event occurrences including hurricanes and floods and/or human related actions related to lack of

PINELANDS MANAGEMENT AREAS

A majority of the Study Area is located in the Pinelands Regional Growth Area. Regional Growth Areas are areas of existing growth and adjacent lands capable of accommodating regional growth influences while protecting the essential character and environment of the Pinelands.⁽¹⁾ The northeastern edge of the Study Area, along Lake Lenape lies in the Forest Area.

Generally, this is a large, contiguous wilderness-like area of forest that supports diverse plant and animal communities and is home to many threatened and endangered species. Clustered housing on one acre lots is permitted at an average residential density of one home per every 28 acres.

Roadside retail within 300 feet of pre-existing commercial uses is permitted, as are low intensity recreational uses.⁽²⁾ The area southeast of Route 40 along Main Street and Harding Highway is regulated by the Coastal Area Facility Review Act (CAFRA). New development in this area is subject to impervious cover and density limitations.

¹ New Jersey Pinelands Commission Management Areas) Data accessible from <http://www.state.nj.us/pinelands/cmp/summary/ma/index.shtml>

² New Jersey Pinelands Commission Management Areas) Data accessible from <http://www.state.nj.us/pinelands/cmp/summary/ma/index.shtml>



Pinelands Management Area along the Great Egg Harbor River.

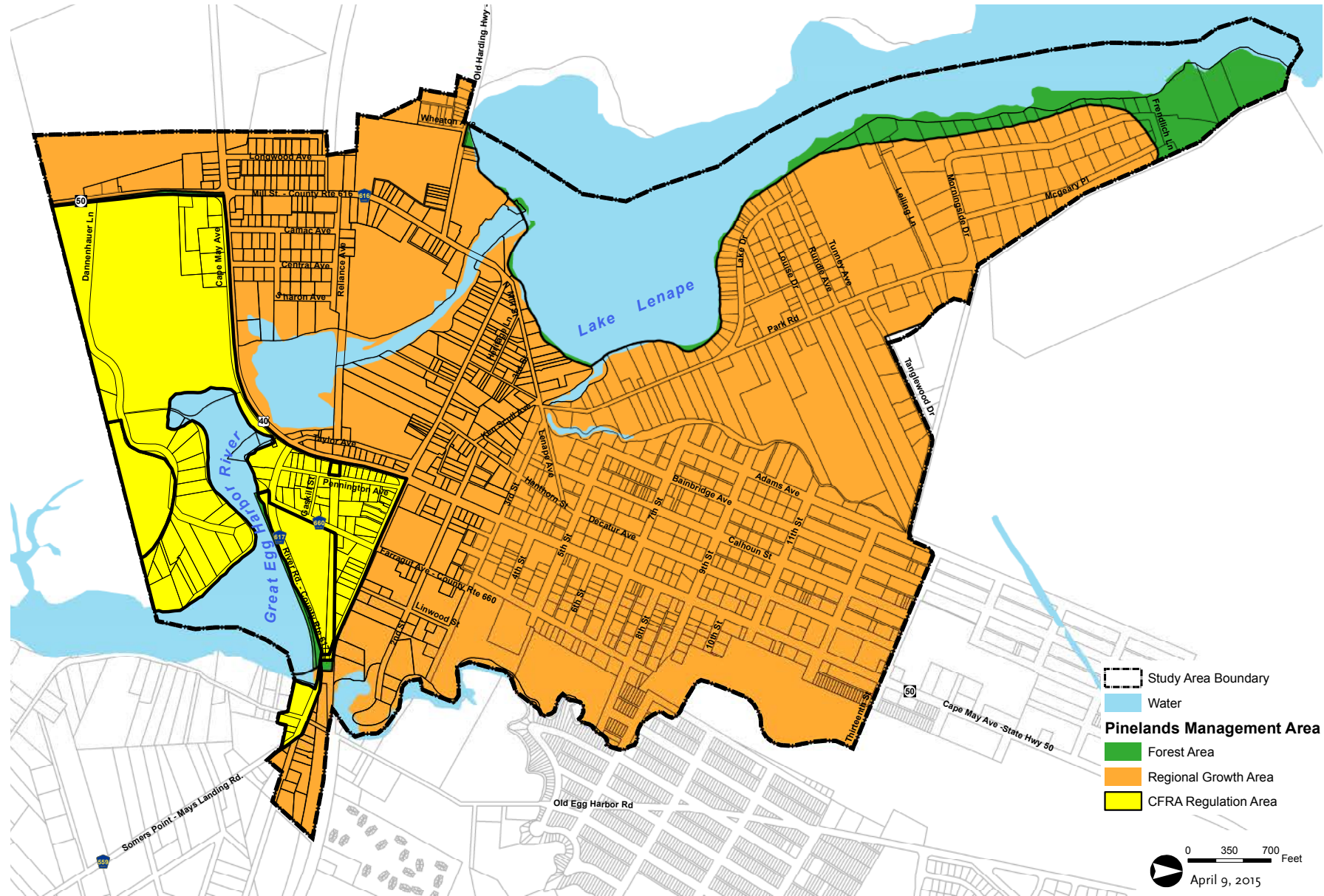


Pinelands Management Area, Lenape Park



Great Egg Harbor River.

PINELANDS MANAGEMENT AREAS MAP



LAND USE

The Study Area has a diverse range of land uses which generally follows the Township's zoning. Over the years Mays Landing has expanded outward from its central commercial core along Main Street and a majority of the commercial uses within the Study Area are located along major auto-oriented corridors in the GC (General Commercial) and VC (Village Commercial) districts.

Given its traditional retail pattern, Main Street is walkable, compact and has buildings designed to a human scale. Example uses in this area include small scale office space and ground floor retail with offices or residences above. Cape May Avenue (Route 50) is a mix of residential and highway oriented commercial strip developments with buildings deeply set back from the road, parking consolidated towards the front of buildings and multiple curb cuts. Example uses in this area include convenience stores, gas stations and houses converted to professional offices. Harding Highway (Route 40) consists mostly of highway oriented commercial developments with significant building setbacks, parking consolidated between buildings and the street, and multiple curb cuts. Example uses in this area include convenience stores, restaurants and professional offices.



Atlantic County Courthouse.

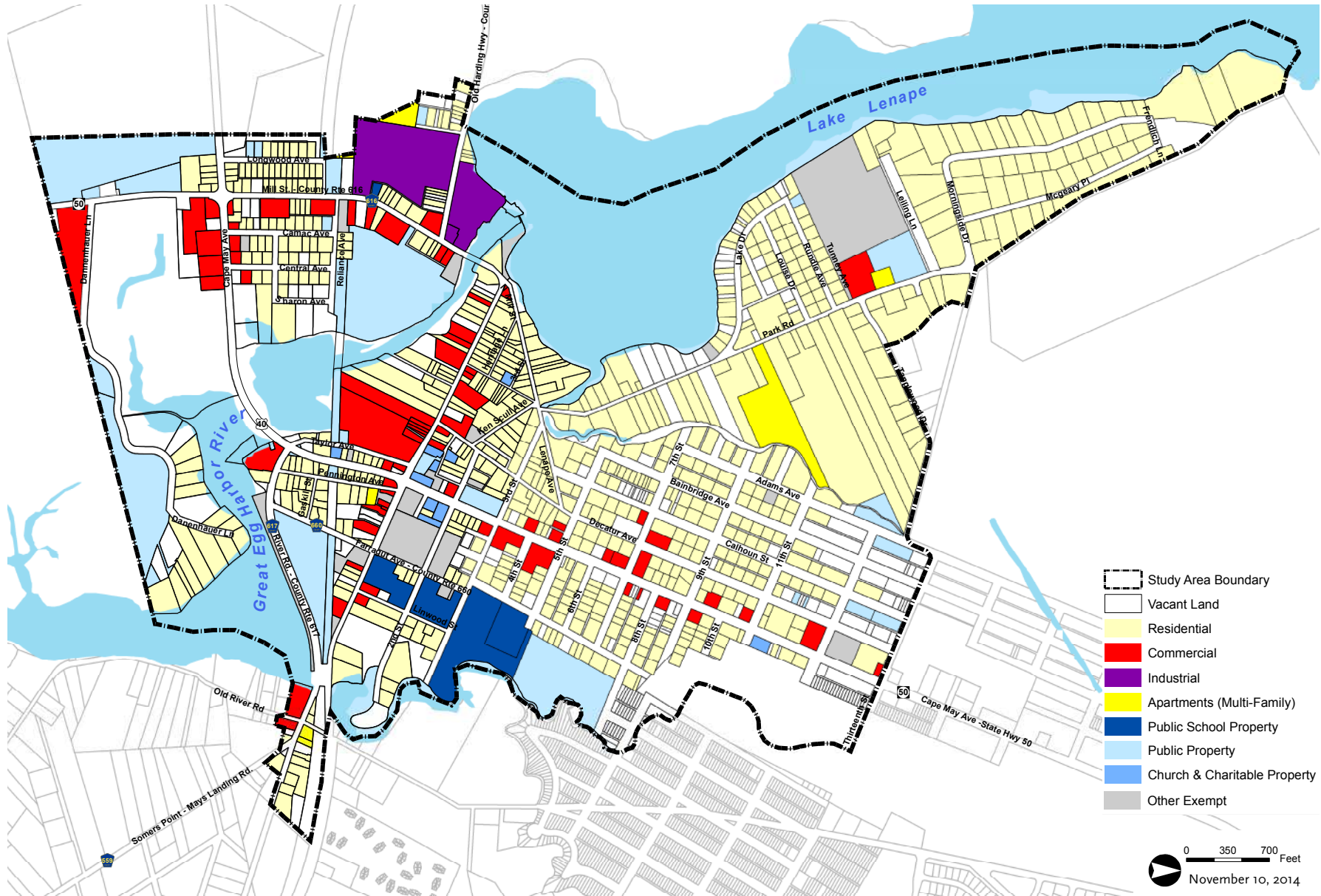


Bank of America, Cape May Avenue.



Abbott House Bed & Breakfast, Main Street.

LAND USE MAP



The public and quasi-public uses are generally located in the downtown area along Main Street, Farragut Avenue and Third Street and along River Drive. Public and quasi-public uses include the Atlantic County Clerk's Office, the Mays Landing Library, First United Methodist Church, Presbyterian Church, Saint Vincent De Paul Regional School, Shaner School, Memorial Park and Gaskill Park. There are two industrial uses within the Study Area located at the intersection of Mill Street and Old Harding Highway. These industrial uses include a warehousing and storage facility and the historic Wheaton Mill Complex which has been identified as an area in need of redevelopment.

ZONING

There are nine different zoning districts regulating land use within the Study Area; VC (Village Commercial) District, R-9 (Residential) District, R-22 (Residential) District, GC (General Commercial) District, MCRA (Mill Complex Redevelopment Area) District, IBP (Industrial Business Park) District, GA-L (Growth Area – Low) District, GA-M (Growth Area – Moderate) and FA-70 (Forest Area) District. Additionally, the entire Study Area is subject to Pinelands Commission's zoning regulations, which effectively supersedes local zoning.



Downtown Mays Landing.

The purpose of the Village Commercial (VC) district is to encourage commercial and office uses that are compatible with the historic retail pattern and residential character of the area generally along Main Street and Mill Street from the eastern end of Gaskill Park to Railroad Avenue. This district is pedestrian oriented and designed to promote heavy foot traffic between stores. Permitted uses in the district include a variety of retail uses, professional offices and residential, service and municipal uses. Businesses in this area are generally well maintained; however, there are several vacancies in the downtown area along Main Street. Development occurring outside of Mays Landing has also created outward forces pulling from Main Street's commercial core. Those competing economic forces have had a negative effect on the viability of the downtown.



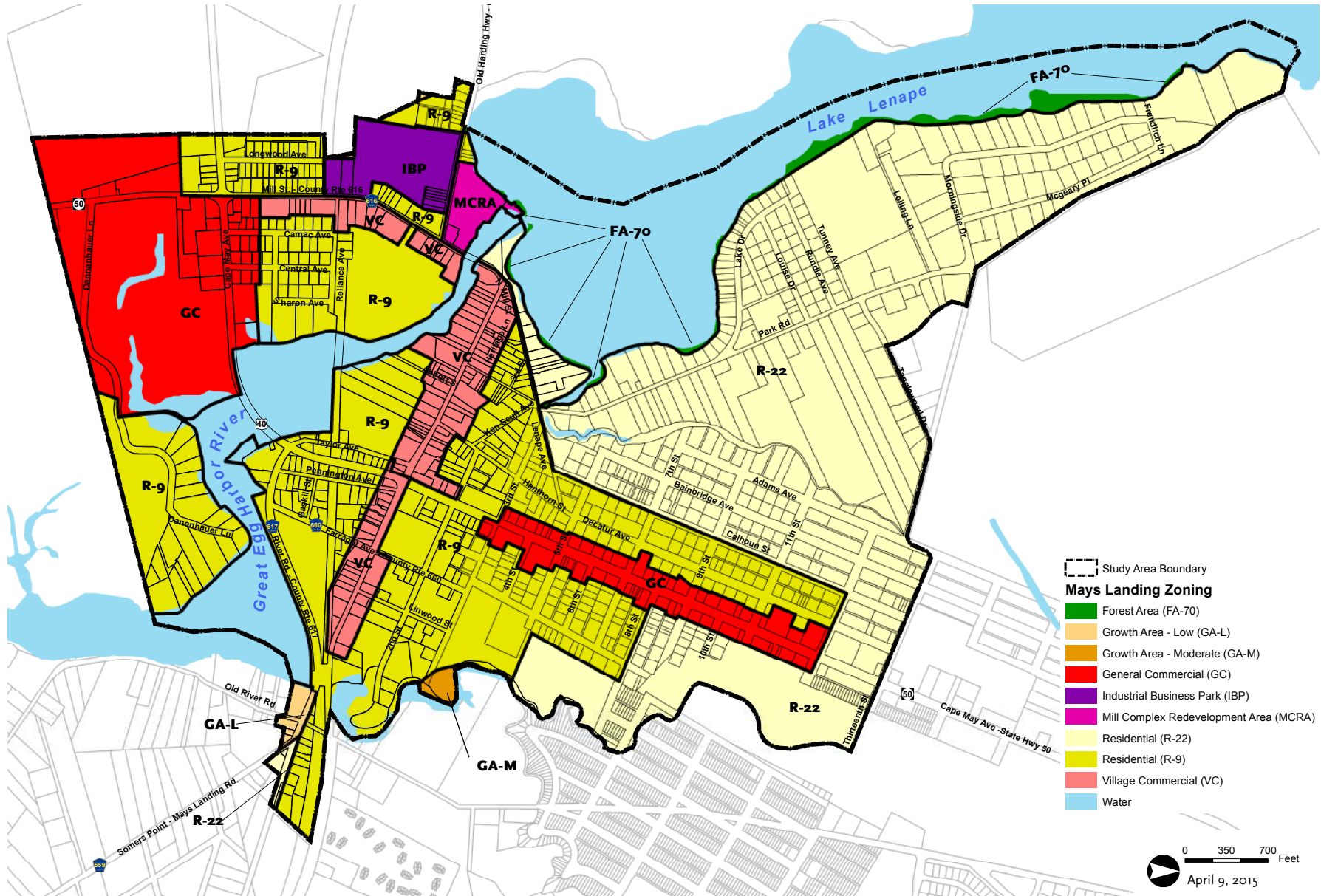
Example housing in the Residential-9 and Residential-22 districts

The Residential (R-22) and Residential (R-9) districts comprise 62% or 524 acres of the entire Study Area. Single family residential development in the R-9 and R-22 residential districts is concentrated around the GC (General Commercial) and VC (Village Commercial) districts in both northern and southern portions of the study area. Housing in these districts range from small to large single family detached



Example housing in the Residential-9 and Residential-22 districts

ZONING MAP



homes on half (22,000 sf) and quarter (9,000 sf) acre lots.

The quality of housing stock in these districts is generally good, with only a limited number of homes in need of repair. There are some infill housing opportunities between Eleventh and Thirteenth Streets, west of Cape May Avenue. Most of the new homes built in these areas in the years to come will be small infill developments of one or a few units. The condition of the housing stock combined with the architectural character of many homes in the



Lenape Plaza in General Commercial district.

neighborhoods have allowed Mays Landing to remain an attractive place to live.

The purpose of the General Commercial (GC) district is to provide commercial facilities within existing populated areas in order to serve that population. This district generally consists of highway oriented retail located along Route 50 between Thirteenth Street and Third Street with

buildings set back from the road and parking consolidated towards the front of buildings. There are a number of permitted uses in the district, including but not limited to retail, restaurants, banks, convenience food stores, professional offices, and general business establishments.



Mill Complex

In 2007, the Mayor and Township Committee adopted a redevelopment plan for the Mill Complex Redevelopment Area which was designated as an area in need of redevelopment in 2005.

The purpose of the Mill Complex Redevelopment Area (MCRA) district is to support the Township's ongoing efforts to revitalize the traditional "Main Street" commercial area of Mays Landing through redevelopment of the site as a mixed-use development incorporating residential, commercial and public uses.

This district is located on the west side of Mill Street at the intersection with Old Harding Highway and consists of two separate parcels that are identified on the Tax Map of Hamilton Township as Block 730 Lots 5.02 & 6 (Parcel 1) and Block 732 Lot 66 (Parcel 2). This district promotes the adaptive reuse of existing structures on the site rather than demolition and new construction. Permitted uses in the district, aside from residential, include retail, museums, and professional office uses.



Industrial Business Park district.

The purpose of the Industrial Business Park (IBP) district is to provide professional and administrative office uses in a two-story campus-like setting that is highly landscaped and maintains a consistent architectural theme. This district is situated between Old Harding Highway and Mill Street (Route 40). Permitted uses in the district include professional and administrative offices.



The Inn at Sugar Hill in the Regional Growth district.

The Regional Growth Districts (GA-L) and (GA-M) are areas of existing growth and lands immediately adjacent thereto which are capable of accommodating growth while protecting the character and environment of the Pinelands, provided that the environmentally sensitive land areas are acknowledged and appropriately planned for to safeguard the Township's natural resources.

This district is located along the northern boundary of the study area. There are number of permitted uses in the district, including but not limited to, single-family residential, parks and playgrounds, planned adult communities, places of worship and municipal uses.



Forested Area in Lake Lenape Park.

The purpose of the Forested Area (FA-70) district is to maintain undisturbed forested portions of the Pinelands Protection Area. These areas support Pinelands plant and animal species and are an essential element of the Pinelands environment.

These areas are very sensitive to random and uncontrolled development. Areas deemed suitable for development must be developed in accordance with strict environmental performance standards.

This district is located within the study area along the eastern and southern edges of Lake Lenape. Permitted uses in this district include but are not limited to agricultural uses, low-intensity recreation, places of worship and clustered residential uses.

HISTORIC DISTRICT

The map to the right shows the boundary of the Mays Landing Historic District and a portion of the West Jersey and Atlantic Railroad Historic District. The Mays Landing Historic District encompasses 133± acres of the of the study area and is mostly developed with a mix of uses including residential, commercial, government facilities, schools, parks and light industrial uses. According to the 2014 Strategic Recovery Planning Report approximately 35% (49 acres) of the historic district lies in the Special Flood Hazard Area.

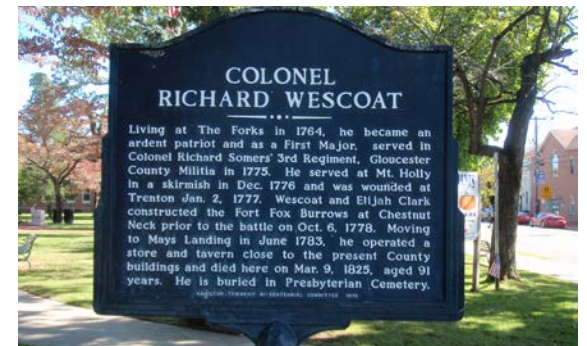
The West Jersey and Atlantic Railroad Historic District is a narrow linear area that follows a former railroad right of way running from Hamilton's municipal boundary with Egg Harbor Township into Mays Landing. Both the Mays Landing Historic District and the West Jersey and Atlantic Railroad Historic District are listed on the New Jersey and National Register of Historic Places. Other notable historic sites within the Study Area include the Mays Landing Presbyterian Church and the Samuel Richards Hotel (Mays Landing Library).



Atlantic County Library, Mays Landing

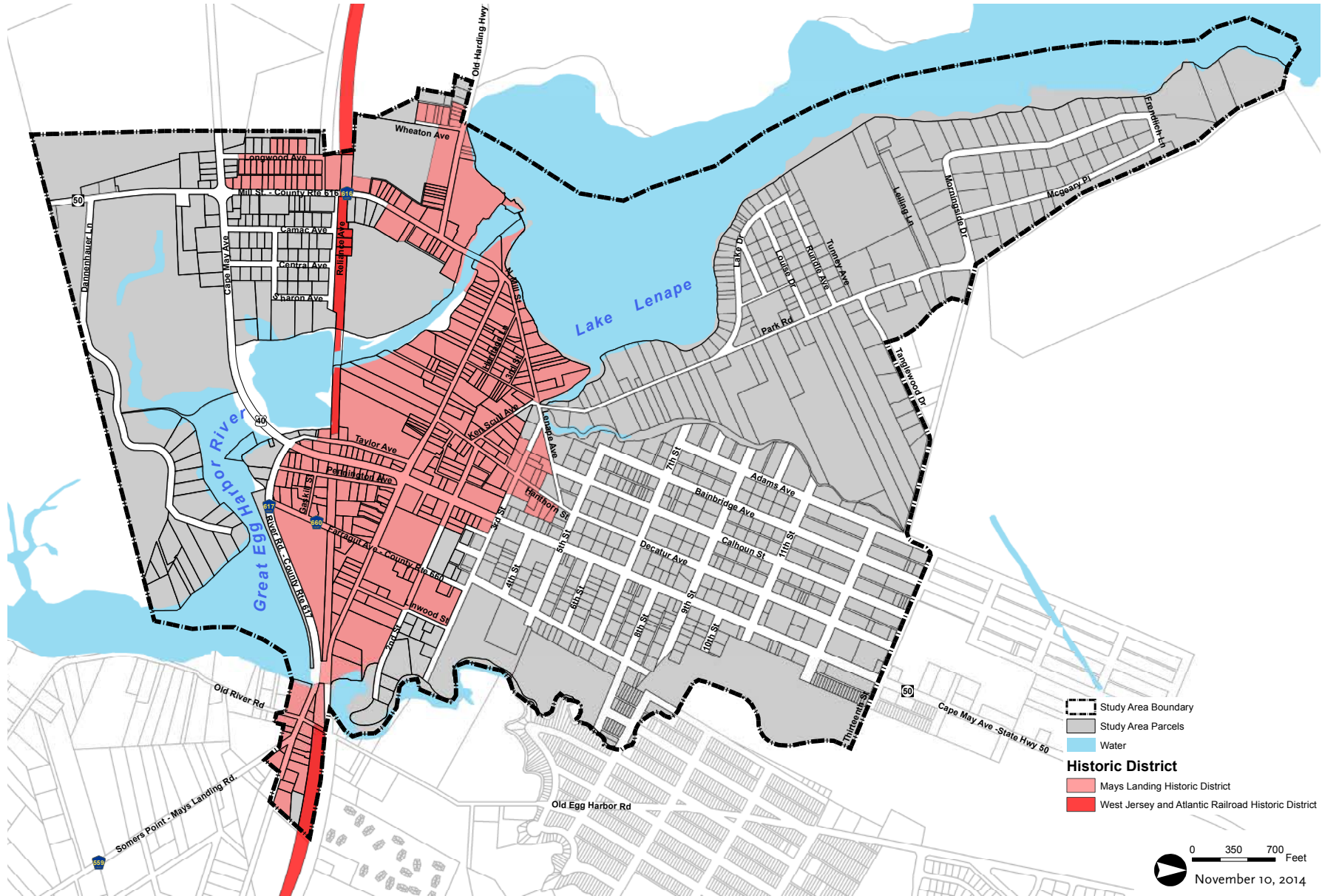


Historic Presbyterian Church.



Historic Marker, Memorial Park.

HISTORIC DISTRICT MAP



CIRCULATION

Two of the Township's most important thoroughfares, Harding Highway (US 40) and Cape May Avenue (New Jersey Route 50), run through the Study Area and converge in the center of Mays Landing. Cape May Avenue (New Jersey Route 50) is the primary north-south corridor in Mays Landing, intersecting with the Atlantic City Expressway to the north and merging with Harding Highway (US 40) to the south. Harding Highway stretches eastward to Route 332 and then merges into Main Street west of the Cape May Avenue (Route 50) intersection.

A portion of the Pine Barrens Byway which was designated a New Jersey Scenic Byway in 2005, also runs through Mays Landing along Harding Highway and Cape May Avenue. The north to south segment between the Mullica River and the Tuckahoe River runs through the heart of Atlantic County, crossing and (for half its length) paralleling, the Great Egg Harbor River.

A heavy flow of through traffic along major thoroughfares causes Mays Landing to experience significant congestion during peak morning and evening commute times especially in areas immediately adjacent to the downtown

area. The intersection at Harding Highway (US 40) and Cape May Avenue (Route 50) presents particular challenges to pedestrians crossing safely.



Cape May Avenue (Route 50) and Harding Highway (US 40) intersection

The Township lacks legal jurisdiction of the major arteries within the Study Area. Cape May Avenue (Route 50) and Harding Highway (US 40) are controlled by the New Jersey Department of Transportation and River Drive (County Route 617), and Somers Point- Mays Landing Road (County Route 559) are managed and controlled by separate agencies. Thus, any improvements of the Township's road systems must be coordinated with other agencies.

Overall, pedestrian connectivity throughout the study area is good with adequate sidewalks located along either side of major corridors. However, most residential areas lack sidewalks. Installation and maintenance of sidewalks is important for enhancing pedestrian accessibility and promoting healthier lifestyles. Heavy traffic along River Drive (County Route 617) near Gaskill Park and the lack of sidewalks and pedestrian crossings create an unsafe anti-pedestrian environment. Safe and pedestrian friendly streetscape improvements along this stretch of River Drive (County Route 617) are needed in order to foster strong connections to the waterfront.

Currently, there are no bicycle facilities, identified bike lanes or supportive signage to guide bicyclists or advise vehicular traffic to the presence of bicyclists. Notwithstanding, some roads such as Cape May Avenue and River Drive have wide, flat shoulders that can easily accommodate bicyclists.



Atlantic County Bikeway, Photo Credit: GetOutsideNJ.com

The Atlantic County Park System completed 7.5 miles of the “Atlantic County Bikeway” from Shore Mall in Egg Harbor Township to the Atlantic County Vocational Technical School in Hamilton Township along Atlantic Avenue; this section is referred to as “Bikeway East”. “Bikeway West” is an eleven mile proposed segment of the Atlantic County Bikeway Plan

that has yet to be constructed. This segment of the bike path would extend from its current stopping point to Gaskill Park in Mays Landing, along the West Jersey and Atlantic Railroad Historic District and on to Route 54 in Buena Vista Township.

Mays Landing is served by New Jersey Transit with bus lines traveling along two primary thoroughfares within the Study Area:

315 PHILADELPHIA-WILDWOOD-CAPE MAY VIA BLACK HORSE PIKE

- Connects Mays Landing to Philadelphia and Cape May
- Operates during weekday peak periods
- Bus stops are located in the commercial district at the intersection of Cape May Avenue (US 50) and 9th Street, Cape May Avenue and 3rd Street and Harding Highway and Central Avenue. As well as downtown at the intersection of Cape May Avenue and Memorial Park.

553 ATLANTIC CITY - UPPER DEERFIELD

- Connects Mays Landing to Atlantic City and Upper Deerfield

- Operates during weekday peak periods
- Bus stops are located at the intersection of Harding Highway (Route 40) and Meadowbrook Drive, downtown at Main Street and Farragut Avenue and near the commercial district at Harding Highway and Central Avenue.



3

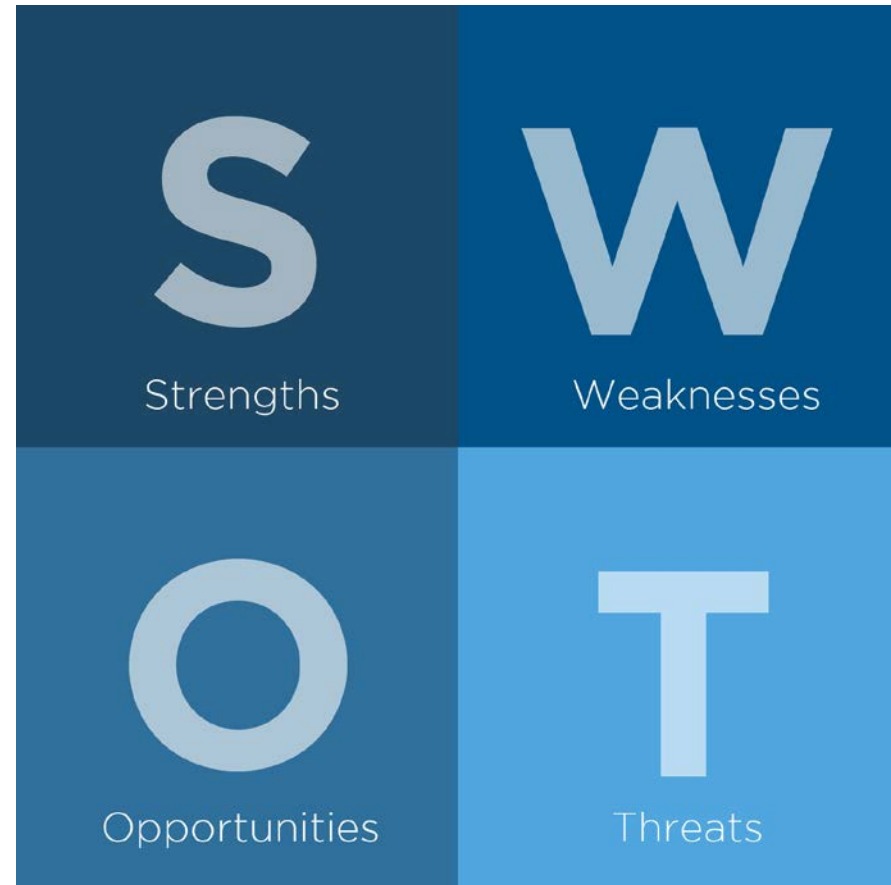
S.W.O.T. Analysis

S.W.O.T. Analysis

WHAT IS A SWOT ANALYSIS?

A process to identify and categorize the internal and external positive and negative influences on an area.

- **STRENGTH:** Internal forces that may positively affect the study area.
- **WEAKNESS:** Internal forces that may negatively affect the study area.
- **OPPORTUNITY:** External forces that may positively affect the study area.
- **THREAT:** External forces that may negatively affect the study area.



“Lack of funding sources”

“Mays Landing is the County Seat.”

“Traffic congestion during peak hours.”

“Economic revitalization of the downtown.”

“Parks.”

In April of 2015 the Township’s Planning Board hosted a **SWOT Analysis** for the Mays Landing Neighborhood Plan. The Analysis solicited input from Planning Board members and the public on the **STRENGTHS**, **WEAKNESSES**, **OPPORTUNITIES**, and **THREATS** facing **MAYS LANDING**. Findings from the **S.W.O.T.** Analysis along with previous work completed by the Township’s Strategic Planning Committee were used to develop recommendations for this plan. The following images represent some of the major themes

“Access to the water”





Strengths

Stakeholders cited many strengths but the most common were that Mays Landing is a small, quaint community that is walkable and compact with an abundance of scenic beauty, parks and public amenities and historic architectural charm. Lake Lenape, the Great Egg Harbor River, Gaskill Park and Memorial Park were cited frequently among greatest assets in Mays Landing. Stakeholders also viewed Mays Landing's status as the county seat as a strength.



Weaknesses

The most commonly cited weaknesses were congestion and poor vehicular circulation during peak hours, a lack of parking in the downtown, a high number of vacant commercial and retail spaces along Main Street and a lack of pedestrian access to Lake Lenape and the Great Egg Harbor River. Others also cited the local municipality's lack of jurisdiction of roads within the Township as a weakness.



Opportunities

Stakeholders cited the adaptive reuse of existing structures in the downtown as an opportunity to incorporate mixed uses along Main Street with first floor retail space and upper floor office and residential uses. Many stakeholders also viewed the Great Egg Harbor River and Lake Lenape as an opportunity for Mays Landing's to tap into the eco-tourism market.



Threats

Disaster preparedness during flood events was the most commonly cited threat among stakeholders. Many also discussed the negative effects of competing retail and office districts outside Mays Landing and the increasing number of foreclosures in Atlantic County. The structural integrity of the Lake Lenape Dam and the public's perception of safety were also cited as threats.



4

Recommendations & Resilient Concepts

Recommendations

The following tables present recommendations for how redevelopment and green infrastructure can be used to enhance economic development, flood mitigation and resiliency, aesthetics and the quality of life in Mays Landing. These recommendations are organized around Goals and Action Steps. Each action step is provided the following information:

- **TIME FRAME:** length of time needed for fulfillment. A short time frame is defined as one year or less, a medium time frame is defined as one to five years and a long time frame is defined as more than five years.
- **PRIORITY:** the potential positive impact of each action step. Those items with a high priority have the largest potential positive impact, medium priority have a lesser potential positive impact and low priority has less impact.
- **RESPONSIBLE PARTY(S):** those public bodies necessary for implementation.
- **PARTNER:** potential partners the Township should consider engaging to assist with implementation.
- **COST:** anticipated implementation costs. A "\$" is defined as an anticipated cost of \$5,000 or less, "\$\$" is defined as anticipated costs between \$5,000 and \$15,000, and "\$\$\$" is defined as anticipated costs greater than \$15,000.

Goal 1: PROTECT AND ENHANCE ESTABLISHED NEIGHBORHOODS.

Mays Landing’s neighborhoods are almost exclusively well maintained and stable. Residential-9 and Residential-22 districts flank Village Commercial and General Commercial districts in the northern and southern portions of the Study Area.

Housing in these districts largely range from small to large single family detached homes on half (22,000 sf) and quarter (9,000 sf) acre lots. Preserving and enhancing the quality of existing single-family, low density neighborhoods is a top priority.

The Township should refine the Residential-9 and Residential-22 districts, or create alternative districts to account for the many undersized lots which are generally clustered east and



Housing in the Residential-9 and Residential-22 districts

west of Cape May Avenue in the study area. Adjusting the Township’s zoning regulations can create flexibility in site design and can facilitate neighborhood improvements, such as building additions and infill development.



Housing in the Residential-9 and Residential-22 districts

Any development in these areas should be consistent with the existing single-family development pattern and overall character of the neighborhood.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Protect and enhance the integrity of existing residential neighborhoods					
Ensure that building additions and infill development are done in a manner that respects the style and scale of surrounding buildings.	Long	High	Planning Board, Township Committee	Historic Preservation Commission	\$
Refine the Residential-9 and Residential-22 districts, or create alternative districts, to account for the many undersized lots.	Short	Medium	Planning Board, Township Committee	None	\$



Example of small scale multi-family development.
Photo Credit: www.apartmentfinancestore.com

A diverse housing stock would allow Mays Landing to meet the needs of all households, including retirees, young adults and families, those with low incomes, and single person households, as well as diverse commercial



Example townhomes. Photo Credit: Bozzuto Homes

uses. Furthermore, permitting additional housing units would contribute to reversing the trend of declining population in the Village. Permitting townhouse and multi-family uses would also recognize recent trends that show the millennial and baby boomer generation increasingly preferring these housing types in compact, walkable neighborhoods with traditional character, as opposed to single family suburban homes.

In recognition of current market trends, permitting housing types other than single-family such as, townhouse and multi-family units can also incentivize redevelopment of underutilized sites. Additional residential development in Mays Landing will also create the opportunity for more residents to be within walking and biking distance of the shops, services and activities the downtown and will therefore make the area more accessible and convenient to a larger number of people and help counter the advantage of convenience much of the region's highway retail enjoys.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Encourage a diverse range of housing opportunities					
Permit townhouse and multi-family development in proximity to commercial districts.	Short	High	Planning Board, Township Committee	None	\$

Goal 2: Celebrate The Unique Heritage And Character Of Mays Landing.



The historic Presbyterian Church.

Historic preservation has extended beyond the initial desire to protect buildings where significant persons lived or events occurred, to a broader emphasis on preserving the cultural

heritage of a community as it has developed over time. Historic preservation can improve aesthetics, create a stronger sense of place, and maintain the unique character of the area. Both the Mays Landing Historic District and the West Jersey and Atlantic Railroad Historic District are listed on the New Jersey and National Register of Historic Places.

The Mays Landing Historic District encompasses 133± acres of the of the Study Area and is mostly developed with a mix of uses including residential, commercial, government facilities, schools, parks and light industrial uses. The West Jersey and Atlantic Railroad Historic District is a narrow linear area that follows a former railroad right of way running from Hamilton's municipal boundary with Egg Harbor Township into Mays Landing. The Township should encourage preservation

and rehabilitation of all historic structures in the District to preserve and enhance Mays Landing's historic character and ambiance, thus encouraging heritage tourism.



Signage explaining historical significance of site.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Leverage Mays Landings' historic assets to enhance quality of life and attract visitors.					
Encourage preservation of historic structures (consistent with The Secretary of the Interior's Standards for Rehabilitation) and adaptive reuse, particularly within the Historic District.	Long	High	Planning Board, Township Committee, Historic Preservation Commission	Hamilton Historical Society, Mays Landing Merchants Association	\$

Community Character is generally a term used to describe the unique characteristics that shape a community's identity. The people who live in a community, the activities that take place in a community and the physical environment of a place all help create a sense

of place. Unique and uniform design features such as, streetscape standards and gateways can strengthen social ties between residents and reinforce that visitors have entered a special place. Good streetscape design creates an inviting environment for existing residents, future

residents, and visitors by encouraging social and economic interactions, improving the overall experience of the place and ultimately the community's quality of life.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Encourage creation of a unique sense of place through distinctive design features, such as architecture and streetscape designs, that reflect the particular character of Mays Landing.					
Create gateway features into the Historic District on Main Street (eastern gateway), Mill Street (western gateway), and Cape May Avenue (northern gateway) that announces entry to a special place.	Medium	Low	Township Committee	Mays Landing Merchants Association	\$\$\$
Enhance the Township's streetscape standards in the commercial districts, to address not only sidewalk design, but also streetscape furniture (benches, trash receptacles, lighting), and landscape requirements (street tree planting specifications).	Medium	Medium	Planning Board, Township Committee, County, State,	Historic Preservation Commission, Mays Landing Merchants Association	\$\$
Collaborate with the County and State for installation of upgraded streetscape in the Study Area's commercial streets consistent with Township standards for street improvement and the Main Street / Mill Street Revitalization Program.	Medium	Medium	Township Committee, County, State,	Planning Board, Historic Preservation Commission, Mays Landing Merchants Association	\$



Example of a public art (mural)
Photo Credit: weldbham.com



Example of a public art (sculpture).



Example of a public art (street furniture)
Photo Credit: www.sfbetterstreets.org

Arts and culture help increase a sense of community and at the same time can provide economic benefits. Public art and cultural events and uses, such as music and theater, can enliven a downtown and make it more

attractive to residents and visitors. Community gathering spaces such as libraries and parks are also ideal locations for public art.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Foster arts and culture so that they may enhance the quality of life and contribute to the local economy.					
Incorporate public art, such as but not limited to murals and sculpture, into pedestrian oriented shopping districts and public open space.	Short	Medium	Township Committee	Planning Board, Historic Preservation Commission, Mays Landing Merchants Association	\$\$
Enliven vacant storefronts in the downtown with a window mural program to showcase local artists and/or display historic photographs.	Short	High	Township Committee	Mays Landing Merchants Association	\$



Picnic area in Gaskill Park.

Good public spaces promote the health, happiness, and well-being of people. Outdoor dining and parks, such as Memorial Park,



Gazebo in Gaskill Park.

Gaskill Park, and Lenape Park, foster social interaction and contribute to a sense of place in Mays Landing and should be leveraged to attract residents and visitors to the downtown. The Township should also partner with the Mays Landing Merchants Association to highlight community events, celebrations, and traditions in the community for residents and visitors in



Exercise equipment in Lanape Park.

downtown in order to take full advantage of downtown culture and amenities.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Encourage outdoor activities to enliven the area and attract visitors, including but not limited to, outdoor dining and community events in parks.					
Collaborate with the County to enhance programming at Gaskill Park.	Short	High	Township Committee, County	Mays Landing Merchants Association	\$
Encourage and support the Mays Landing Merchants Association downtown events.	Short	High	Township Committee	Mays Landing Merchants Association	\$

Goal 3: Create A Resilient Local Economy

Strengthening the identity of the downtown as a vibrant commercial corridor will support existing and new specialty shops, galleries and restaurants and make it a progressively more viable location for residential, retail, office, and institutional uses.



*Example of small scale mixed-use.
Photo Credit: John Sanphillippo*

Permitting a mix of uses that support recreational and retail opportunities would attract residents and visitors to the downtown. Housing above shops would allow residents to be within walking and biking distance of shopping, dining options, general services and nightlife activities.

Adjusting zoning ordinances and regulations in the Village Commercial and General Commercial districts to encourage compatible commercial use and appropriate land uses

would reduce development pressure on land outside of commercial districts and redirect growth from dispersed forms of development into concentrated commercial activity nodes.



Vacant storefront in downtown Mays Landing.

Businesses in the study area are generally well maintained however, there are several vacancies in the Village Commercial district along Main Street. The Township should conduct an analysis of market trends and identify opportunities for additional retail and entertainment uses.

Pop-Ups are generally temporary restaurants or retail shops that operate or sell merchandise for a short period of time. Pop Up shops can temporarily be used to bring life to vacant storefronts in the downtown and allow first-time entrepreneurs to market their brand, showcase their products and gauge market conditions.



*DECA Pop-Up Shop Project, Before (top) After (bottom).
Photo Credit: Danforth East Community Association*

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Encourage commercial growth and retention of existing businesses in the downtown.					
Add permitted uses that attract residents and visitors and create a more active downtown. Example uses include theaters (stage and movie), brewpubs (where coupled with a restaurant), and fitness-oriented centers (yoga, gym, etc.).	Short	High	Planning Board, Township Committee	None	\$
Encourage Pop-Up Shops in vacant downtown storefronts.	Short	Medium	Planning Board, Township Committee	Mays Landing Merchants Association	\$
Conduct an analysis of market trends and identify opportunities for additional retail and entertainment uses.	Medium	High	Township Committee	Mays Landing Merchants Association	\$\$- \$\$\$
Encourage concentrated commercial activity nodes with a reduction in commercial zoning districts to those locations where commercial uses exist. Examples include the western portion of the Village Commercial district along Main Street and the northern portion of the General Commercial district along Cape May Avenue.	Short	High	Planning Board, Township Committee	None	\$
Expand the Village Commercial district to include the commercial lots in the Growth Area – Low district and the adjacent auto body, located just outside the Study Area, along Atlantic Avenue and Old River Drive and Somers Point – Mays Landing Road.	Short	High	Planning Board, Township Committee	None	\$
Revise parking requirements in the Village Commercial district to exclude existing floor area undergoing a change in use from generating a parking requirement.	Short	High	Planning Board, Township Committee	None	\$

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Amend the Village Commercial district boundaries to include the lot along Taylor Avenue mistakenly zoned General Commercial.	Short	Low	Planning Board, Township Committee	None	\$
Install wayfinding signage for public parking in the Village Commercial district.	Short	Medium	Planning Board, Township Committee	Mays Landing Merchants Association	\$\$



Existing mixed-use development, Mays Landing.

Providing additional development opportunities can enhance the economic feasibility of revitalization and new residents in walking and biking distance can provide additional market support for existing and new commercial uses.

Density bonuses should be permitted in the Village Commercial district where the development advances other goals, such as providing parking which serves the surrounding area, providing affordable housing, and/or providing recreation or entertainment space (open space, plaza, etc.). Conditionally permitting buildings of up to three (3) stories in the Village Commercial district would allow for more flexibility and density and provide economic benefits for businesses in the downtown.

The scale, design and placement of buildings and public spaces play an important role in the success of creating a vibrant pedestrian environment. The level of density and increase

in building height should be appropriately scaled and sensitive to the historic buildings and nearby residences – many of which are one or two stories.

Permitting multi-family and townhouse residential uses in the Village Commercial district would create the opportunity for additional residents to be within walking and biking distance of the shops, services and activities in the district and would therefore make these commercial areas more accessible and convenient to a larger number of people and help counter the advantage of convenience much of the area's highway retail enjoys.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Utilize strategic increases in density and intensity to achieve revitalization.					
Conditionally permit buildings of up to three (3) stories in the Village Commercial district where the development advances other goals, such as providing parking which serves the surrounding area, providing affordable housing, and/or providing recreation or entertainment space (open space, plaza, etc.). Notwithstanding, any increase in building height in the district must be sensitive to the historic buildings and nearby residences – many of which are one or two stories.	Short	High	Planning Board, Township Committee	None	\$\$

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Permit multi-family and townhouse residential uses in the Village Commercial district where they do not disrupt first floor active commercial uses.	Short	High	Planning Board, Township Committee	None	\$\$

Promoting redevelopment of underutilized properties will eliminate eye sores, create employment and enhance quality of life for area residents. There are a few properties in Mays Landing that are vacant or underutilized and are detracting from the surrounding area. These include the Duberson School on 3rd Street, the Mill Complex on Mill Street and Old Harding Highway, and the American Legion building on 2nd Street.



The Duberson School.

The Duberson School, despite its vacancy, appears to be in good condition and eligible for adaptive reuse for multi-family housing, particularly senior housing. The building retained its historic character and unique architecture and continues to serve as a landmark for the surrounding neighborhood. Its revitalization would be a significant improvement to the neighborhood since the building occupies an entire block, therefore creating a negative

influence along not only one street frontage, but four. The Duberson School offers an opportunity to not only increase in demand for downtown retail and services by providing more residents in walking distance, but it can also help address Mays Landing's aging population and the loss of population in a manner that also brings a vacant building back into productivity.



The Mill Complex.

The Mill Complex is subject to a Redevelopment Plan adopted in 2007. The Township should continue its efforts to attract interested developers to the site so that it may be redeveloped with a mix of housing and commercial uses. The site's location creates a great opportunity for housing and commercial uses overlooking the scenic Lake Lenape and to better integrate the waterfront with shopping and living. Additionally, the new residents and their

discretionary funds will provide financial support to downtown retail and services.

Notwithstanding, any redevelopment of the complex should be sensitive to planning along Main Street and should function as an extension of Main Street's commercial district. This sensitivity should address coordinated streetscape standards and ensuring convenient and safe pedestrian and bicycle access between Mill Street and Main Street.

The American Legion site offers another opportunity to bring a building in poor condition back into productivity and to improve the appearance of the site and surrounding neighborhood. This site, located less than a block from Cape May Avenue, on 2nd Street is well suited to office or perhaps commercial use. However, its redevelopment should be sensitive to the neighboring residences.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Plan for and promote redevelopment of underutilized properties.					
Encourage redevelopment of the Duberson School with family or senior housing.	Short	High	Planning Board, Township Committee	Historic Preservation Commission	\$\$
Encourage redevelopment of the Mill Complex Redevelopment Area with mixed use.	Short	High	Planning Board, Township Committee	Historic Preservation Commission	\$
Integrate planning efforts of the Mill Complex Redevelopment Area to support ongoing efforts to revitalize the traditional "Main Street" commercial area of downtown.	Short	High	Planning Board, Township Committee	Historic Preservation Commission	\$
Encourage redevelopment of the American Legion building with commercial and/or office uses.	Short	Medium	Planning Board, Township Committee	Historic Preservation Commission	\$\$



The Atlantic County Courthouse.

Designation as the County seat means significant amounts of office space and workers, which create an active downtown during weekdays; however, these facilities create a void on evenings and weekends. The County presence can continue to benefit Mays

Landing, provided County facilities are fully occupied and well maintained. If so, they can have a positive impact on the appearance of the area and County employees contribute to the downtown economy, particularly restaurants and regular services. The Township should further encourage the County to occupy the Courthouse with office space.

Additionally, while office space supports the downtown during weekdays, it can have a negative impact during other parts of the week. The County office space, and to a lesser extent private office space, should be concentrated along Main Street between Cape May Avenue and Farragut Avenue in order to limit the voids in active uses such as retail and restaurants

and, therefore, promote an interesting and lively downtown.

The County Library, at Main Street and Farragut Avenue, is an exception to the County facilities. This use is an active space, similar to retail in that it invites the public inside, and also offers a place for community events. Its location is complementary and proximate to downtown retail and services as well as Gaskill Park, which is adjacent. Regular programming and events, such as but not limited to children's story telling, at the Library will attract people downtown and therefore contribute to demand for downtown retail and services.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Collaborate with the County to enhance County facilities' role in a more active and attractive Mays Landing					
Encourage the County to maintain occupancy in its facilities or facilitate their reuse.	Long	High	Township Committee	County, Mays Landing Merchants Association	\$
Encourage the County to maintain its concentration of County facilities generally along Main Street between Cape May Avenue and Farragut Avenue.	Long	High	Township Committee	County, Mays Landing Merchants Association	\$
Encourage regular programming and events at the County Library.	Long	High	Township Committee	County, Mays Landing Merchants Association	\$

Goal 4: Promote Mays Landing's Tourism & Recreational Opportunities.

The Village offers superb outdoor recreation opportunities and these can be leveraged to attract visitors, enhance quality of life, and encourage healthy lifestyles. The Township and the Mays Landing Merchants Association should continue to promote the Village's outdoor recreation opportunities to the region as a way to enhance tourism – including publicizing the Great Egg Harbor's designation as a Wild and Scenic River. This designation speaks highly of the River's beauty in that less than 1% of the Nation's rivers have received this designation which is reserved for those that possess "outstandingly remarkable scenic, recreational, geologic, fish and wildlife, historic, cultural or other similar values".

The Township can better leverage its recreation and tourism opportunities by specifically permitting those uses that enable tourism, such as bed-and-breakfasts, bike and boat rental, and restaurants and cafes. The presence of these uses in Mays Landing will create new recreation opportunities and will facilitate visitors spending more time in Mays Landing. These uses should be concentrated in the VC district to help boost the vibrancy of the downtown. However, they should also be conditional uses on those properties adjacent to the waterfront

or public open space so that they can also take advantage of those location opportunities where water access is needed – In the case of boat rental, or desired – in the case of restaurants. Notwithstanding, the conditional use conditions should ensure that neighboring residents will be protected from noise, light, and other impacts that can be associated with commercial uses.

A portion of the Pine Barrens Byway runs through Mays Landing along Harding Highway and Cape May Avenue. The north to south segment between the Mullica River and the Tuckahoe River runs through the heart of Atlantic County, crossing and (for half its length) paralleling, the Great Egg Harbor River. The Byway should be promoted to motorists, motorcyclists, bicyclists, and pedestrians. The promotion should not only promote the scenic nature of the Byway but also offer Mays Landing as a great place to stop for lunch/dinner or other activity, such shopping or enjoying water views.

The Atlantic County Bikeway offers a great opportunity for tourism, revitalization of a vacant building, and expansion of bicycle access. The Township should continue to advocate for construction of "Bikeway West" from the current stopping point at the Atlantic County Vocational



Railroad Depot.

Technical School along Atlantic Avenue to the West Jersey and Atlantic Railroad Historic District and on to Route 54 in Buena Vista Township.

This extension would lead to renovation of the railroad bridge across the River, between Taylor Avenue and Mill Street, as well as the former train station building and underpass just on either side of Taylor Avenue. These structures are currently unused and create opportunity for undesirable activity, such as vandalism. A restored train station could be occupied with a small café or bicycle rental, both of which encourage use of the bikeway and tourism. Additionally, a public presence at these structures would discourage undesirable activity.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Promote tourism and recreation in Mays Landing.					
Collaborate with the Mays Landing Merchants Association, and/or other organization, to promote the Village's outdoor recreation opportunities.	Long	High	Township Committee	Mays Landing Merchants Association	\$
Publicize the Great Egg Harbor River's designation as a National Scenic and Recreational River in Mays Landing promotions.	Long	Low	Township Committee	Mays Landing Merchants Association	\$
Permit and encourage uses in proximity to the Village's waterfronts that support tourism, such as bed-and-breakfasts, bike and boat rental, and restaurants and cafes. These uses should not only be permitted in the Village Commercial district, but conditional for those properties adjacent to the water front or public open space and, which can provide adequate buffering to any adjacent residential use.	Short	High	Planning Board, Township Committee	None	\$
Promote the Pine Barrens Byway as a mechanism to attract visitors to Mays Landing.	Long	Low	Township Committee	Mays Landing Merchants Association	\$
Advocate for extension of the County bikeway through Mays Landing along the West Jersey and Atlantic Railroad Historic District.	Long	Medium	Township Committee	Mays Landing Merchants Association	\$
Restore the former Mays Landing Train Station and nearby underpass, located within the West Jersey and Atlantic Railroad Historic District and nearly adjacent to the Great Egg Harbor River, so that it may be used to support outdoor recreation. Examples include creation of café, boat and/or bike rental, or other shop.	Long	Medium	County, Township Committee	Mays Landing Merchants Association	\$\$\$

With the exception of Gaskill and Lenape Parks, there is little public access to the Great Egg Harbor River and Lake Lenape. The Township should enhance public access to the water to better showcase the Village's superb natural resources to residents and visitors. Much of the waterfront, with the exception of the public parks, is occupied by private uses. Commercial property owners should be encouraged to provide access to the waterfront.

This access can take the form of public access via an easement along a pathway and/or lookout point or it can take the form of outdoor sitting and/or dining associated with the commercial use. This access should be considered during site plan applications and the Township should consider incentivizing such access with appropriate increases in building intensity, such as increased building height or residential units.

Public access to the waterfront should be

provided via safe and convenient pedestrian and bicycle facilities. Gaskill Park overlooks the Great Egg Harbor River from across River Drive. Despite its proximity, access between the River and the park is often dangerous due to significant and quick traffic along River Drive, and a lack of pedestrian or bicycle facilities or crossing. Additionally, there is no formal designated parking for visitors of the waterfront, although motorists may park in the shoulder. To enhance public access to the waterfront, as well as public safety, River Drive should be improved with pedestrian and bicycle facilities (bicycle facilities should be coordinated



Streetscape improvements along River Drive. Photo Credit: 2004 Livable Communities Plan

with extension of the Atlantic County Bikeway), on-street parking, a walkway around the River, and one or more crossings to connect the park to the River. This was suggested in the 2004 Livable Communities Plan and remains relevant today.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Enhance public access to the water					
Encourage commercial property owners to provide access to the waterfront (passive seating, boat launch, walking trails).	Long	Medium	Planning Board, Township Committee	None	\$
Advocate for streetscape improvements to River Drive (County Route 617) along Gaskill Park and the Great Egg Harbor River, between Atlantic Avenue and Cape May Avenue.	Long	High	Township Committee	County, Planning Board	\$

Goal 5: Promote A Safe And Convenient Transportation System That Is Accessible To All Users.

Connections for all users (motorists, pedestrians, bicyclists, mass transit, and people with disabilities) to local destinations reinforce a sense of community, enhance quality of life, and encourage healthy lifestyles. A connected street system has many advantages, including decreased vehicle miles traveled, improved access for emergency vehicles, decreased traffic congestion and more efficient utility distribution. The Village is fortunate in that its existing street system includes few cul-de-sacs or other dead ends.



*Example of New Jersey complete street.
Photo Credit: www.saferoutesnj.org*

Complete streets policies, those that support the design of streets which enable safe access for all users, including children,

seniors and those with physical disabilities, can also decrease vehicle miles traveled and decrease traffic congestion. Additionally, the provision of pedestrian and bicycle facilities can lead to improved public health, such as decreased rates of obesity and diabetes, by encouraging walking and biking and increasing safety by providing safe means of alternative transportation. These vehicle trips under one mile, as well as those under three miles, are ripe for reduction through the provision of enhanced pedestrian and bicycle facilities. To reach its full potential, a complete streets policy should be coupled with land use requirements that make walking, biking and mass transit use a pleasant experience. Mobility and circulation planning should have a “walk first” hierarchy that emphasizes pedestrian and bicycle access and creates intermodal connections. Doing so will create an emphasis on pedestrian and bicycle safety.

The streetscape should be interesting and should provide direct access to destinations. This requires that buildings be oriented toward the street with interesting architecture, as opposed to blank walls, and that a functional entrance be accessible from the street with



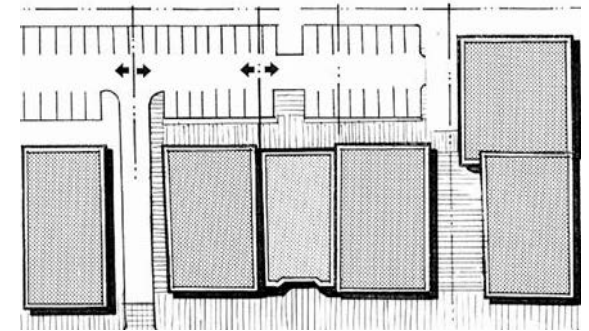
*Example of complete street Madison, New Jersey.
Photo Credit: www.njbikeped.org*

secondary access oriented towards parking lots. As such, parking should be located along the side and rear of buildings. To ensure this site design, the Township should adopt build-to-lines for the Village Commercial and General Commercial districts. Doing so will create a consistent streetscape pattern in each district and will prevent buildings from being setback far from street in a manner that would be more appropriate for a suburban setting. Streetscapes which are inviting for pedestrians and bicyclists include, not only dedicated areas for each as required by complete streets policies, but also street furniture, such as benches for rest, bike parking (racks and lockers based on context and use), trash receptacles, street trees and street lights.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Create safe and convenient connections for all users between neighborhoods and destinations, including commercial uses, parks, and public buildings.					
Adopt a complete streets policy for Mays Landing.	Short	Medium	Township Committee	Planning Board	\$
Require pedestrian-friendly site design, such as providing pedestrian access from the street to the building and orienting buildings toward the primary public street, rather than a parking area.	Short	Medium	Township Committee, Planning Board	None	\$
Institute a build-to-line for the Village Commercial and General Commercial districts to ensure future development remains compatible with pedestrian and bicycle activity.	Short	High	Township Committee, Planning Board	None	\$
Conduct an inventory of streets and bicycle facilities to identify locations for designated bicycle routes and locations for improved facilities (bike parking, bike lanes, shared streets, etc.)	Short	Low	Township Committee, Planning Board	None	\$\$- \$\$\$
Collaborate with the State and County to install traffic calming features along Main Street, such as improved pedestrian crossings (crosswalks, center island crossings, signage), and/or bump-outs.	Medium	Medium	Township Committee	NJDOT, County, Planning Board	\$

Significant surface parking exists in Mays Landing; however, the majority of lots are only available to visitors of the on-site use. Shared access and parking will enhance pedestrian and bicycle safety by reducing curb cuts and create a more efficient use of land and more attractive commercial districts. Additionally, it can reduce the burden of providing parking and therefore, enhance the viability of downtown uses. The Township can required shared access between commercial and/or multi-family uses through and amendment to the Land Use Ordinance.

The Township work with the County to create an arrangement that permits public parking within its surface lots during all or limited times. The County parking facilities are largely empty during evenings and weekends – precisely when parking demand for downtown retail and services increases. Such public parking facilities will reduce or eliminate the need for commercial uses to provide on-site parking and may, as a result, provide additional space for building and reduce construction costs.



Example diagram of shared parking.
Photo Credit: West Hollywood Municipal Code

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Encourage shared parking and access.					
Amend the zoning ordinance to require shared access and easements.	Short	Medium	Planning Board, Township Committee	None	\$
Encourage public and shared parking and municipal and county facilities, including, parking at County buildings and parks, and municipal parking lots.	Medium	High	Township Committee	County, Planning Board, Mays Landing Merchants Association	\$

Mays Landing's historical street grid is well connected, providing alternative routes to destinations, redundancy if streets are blocked, and making it easy to navigate. This street grid

should be continued during infill opportunities, particularly areas with significant opportunity between 11th and 13th Streets.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Maintain and extend the existing street grid.					
Ensure new commercial and residential development extends the existing street grid, such as between 11th and 13th Streets, or creates a street grid compatible with the existing pattern in Mays Landing.	Long	Medium	Planning Board	None	\$

Goal 6: Protect Mays Landing's From Flood Hazards.

Despite its proximity to the Great Egg Harbor River and Lake Lenape, the vast majority of Mays Landing is outside of the Special Flood Hazard Area. Additionally, the majority remains outside during sea level rise scenarios. Those areas that are currently vulnerable, and will be more vulnerable as sea level rise continues, include the Mill Complex and properties across Mill Street, a small area of Main Street west of Cape May Avenue, and the eastern end of Mays Landing, including Gaskill Park and the eastern end of Main Street. It is unclear if the State or Federal government will take action to protect communities along the Great Egg Harbor River. As a result, Hamilton should consider strategies to making Mays Landing more resilient to the flood events.

The Township should utilize green infrastructure where possible to enhance resiliency. Green infrastructure is defined as an interconnected network of green space that conserves natural ecosystem values and functions and provides associated benefits to the community, includes, but is not limited to, parks, many stormwater management devices (swales, rain gardens, etc.) and street tree networks. The green infrastructure network in Mays Landing provides valuable roles in water quality and infiltration as well as wildlife habitat, aesthetic enhancement

and air quality. Even the smallest green areas, such as a tree lined street, can help achieve these goals.

The Township has been creating a green infrastructure network for the past several years, as evident in street trees and the network of preserved lands, parks and greenways along the Village's water resources. These efforts should be continued, including protecting and preserving flood hazard areas along the Great Egg Harbor River and Lake Lenape. An expanded green infrastructure network will not only provide a variety of benefits, but in terms of resilience, it will allow for additional storage and recharge of stormwater and flood water.

The existing network should be supplemented with the addition of green roofs, blue roofs, and non-structural stormwater management devices which mimic the natural hydrology. While it is outside of the ability of the Township to require such items, they can be encouraged as part of the Village's green infrastructure network since they treat runoff, reduce runoff volume and/or recharge groundwater. For example a typical green roof at four inches thick can reduce runoff by 55%.⁽¹⁾ Examples of non-structural stormwater management devices also include

¹ The Metropolitan Government of Nashville and Davidson County, Green Infrastructure Master Plan. November 2009.

bioretention basins, porous/permeable pavement, infiltration trenches, rain gardens and vegetated swales. Many of these nonstructural stormwater can be promoted as part of functional landscape design – where stormwater management functions are integrated into planting plans such that they not only serve a purpose but enhance the appearance of the site or streetscape.

Residents and business owners should be encouraged to use smaller on-site techniques, such as rain gardens (small bioretention basins), dry wells, porous pavers and rain barrels. If these techniques are used by many people in the community, they can become an effective tool to improving the water quality in the Village. The Village can promote these techniques in developments that meet a specified size threshold by reducing the permitted impervious cover unless the development incorporates non-structural and green infrastructure techniques to address stormwater.

It is important that green infrastructure techniques reflect the soil conditions where they are located. For example, the rain gardens and other strategies involving recharge should be avoided where the soils cannot support recharge, such as clay-based soils.

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Rely on green infrastructure to the extent possible to address stormwater management, flood protection, reduced nonpoint source pollution, and increased groundwater recharge, as well as other associated benefits such as reduced urban temperatures, wildlife habitat, aesthetic enhancement, and energy conservation					
Protect and preserve flood hazard areas, wetlands and greenways connecting stream corridors, wildlife corridors and other environmentally sensitive lands.	Long	High	Planning Board, Township Committee	Pinelands, Hamilton Township Environmental Commission, NJDEP	\$\$\$\$
Identify locations within the Village where the various green infrastructure techniques are appropriate given soil types, depth to bedrock, source of any flooding, and available land.	Short	Low	Planning Board, Township Committee	Pinelands, Hamilton Township Environmental Commission, NJDEP	\$\$
Encourage and prioritize use of green infrastructure over gray infrastructure where appropriate given land use, environmental, and cost implications.	Long	High	Planning Board, Township Committee	Hamilton Township Environmental Commission	\$\$\$\$

The dam at Lake Lenape is categorized as a high hazard potential dam in accordance with federal guidelines with a normal storage capacity of over 6,600 acre-feet. It has been estimated by Township officials that the effects of a failure would be felt up to five miles downstream of the dam and could impact 75 residential structures and 12 commercial properties. Although the Township has not

experienced any major dam failure, the future risk can be attributed to the structure nearing the end of its design life. The Township should evaluate the dam to determine what, if any, maintenance or improvements are necessary.



Lake Lenape Dam

Action Item	Time Frame	Priority	Responsible Party (s)	Partner	Cost
Ensure the continued safety of Lake Lenape dam.					
Conduct an environmental design plan to evaluate the structural capacity of the Lake Lenape dam and determine whether a comprehensive re-design is necessary.	Short	High	Township Committee	None	\$\$\$

Revitalization & Resilience Conceptual Opportunities

This plan includes two conceptual plans for how revitalization and resilience strategies can be combined to enhance the Village.

MAIN STREET & CAPE MAY AVENUE

At the southwest quadrant of the Main Street and Cape May Avenue intersection sits a cluster of buildings that were once an example of the interesting architecture in Mays Landing. The site, Block 744, Lots 1 and 2, is approximately 0.2 acres and almost entirely consists of buildings aligned close to Main Street and parking at the rear, accessible from both Taylor Avenue and Cape May Avenue. These buildings, formerly 2.5 and 4 stories, were used as a gas station, hardware store, and hotel, as well as other uses more recent.

Overtime the upper stories have been largely removed, and the historic architectural features have been replaced with a modern commercial additions and façade features. Unfortunately, the buildings no longer contribute to the Village's historic character. Despite this, the site is a prominent location and its revitalization would greatly enhance the appearance of Main Street and the busy intersection that it is located.



CONTEXT MAP



PAST



PRESENT-DAY

By removing the modern features of the building and restoring the corner with multi-story buildings of two and three stories, this site can once again positively contribute to the historic character of Mays Landing. The following concept designs depict three coordinated buildings with a total floor area of approximately 9,000 square feet. The first floor uses are intended for retail, services, and/or restaurants. The upper stories are intended for residential. The utilities for all three buildings could be located in the middle building and parking at the rear would be shared. Featured along the frontages of the building are storefront windows to create attractive commercial space and wide sidewalks along Main Street and Cape May Avenue to create a comfortable and safe pedestrian space. A sitting area is also proposed along Cape May Avenue; this space could be a public plaza or could be outdoor dining for a restaurant.

Many features of the design contribute toward resiliency. Much of the rear parking area will be covered with a solar canopy. Not only will this generate energy for the buildings, but it also provides shade for the parking area. Additionally, this rear parking area consists of permeable paving (asphalt, concrete, pavers) to alleviate stormwater and flood water. Two



NORTHEAST CORNER

cisterns are also proposed to collect stormwater runoff from rooftops and to provide water for toilets or plants. Green infrastructure is also utilized. Not only are street trees proposed along Main Street and Cape May Avenue, but a

roof garden is proposed for the building along Taylor Avenue. The roof garden can but used to collect and treat stormwater, and/or provide outdoor garden space.



MAIN ELEVATION



WEST FACADE



EAST FACADE



CORNER VIEW



NORTHWEST AERIAL VIEW



SOUTHEAST AERIAL VIEW

VERIZON BUILDING, MAIN STREET

Along Main Street, at the northwest quadrant of its intersection with Hanthorne Street, is a Verizon data building. The site, Block 753, Lots 15 and 16 is approximately 0.8 acres. The single story, single use building is not active in that it is not open to the public and does not include any significant number of daily employees.

Additionally, the building, which is setback more than 40 feet from Main Street, creates a void in the streetscape which consists, in this area, of buildings located close to the street. Furthermore, the façade is largely blank and unappealing.

This concept plan does not presume removal of the building; instead, it imagines how the frontage of the site could be used to enhance Main Street's appearance and resilience using a plaza largely constructed of green infrastructure.

The concept plan includes a double row of street trees along Main Street. Not only will these trees absorb storm/ flood water but they will also provide wildlife habitat and shade for adjacent benches. The plaza area is composed of permeable materials, such as permeable brick pavers, for further water absorption. A low wall, setback from the street, formalizes the plaza space and also serves as a partial barrier

between the public space along the street and the private space along the building. On the other side of the wall is a meadow where excess storm and flood waters will be directed for treatment and recharge. In addition to these features, the streetscape has also been improved with a bump-out and striped on-street parking.

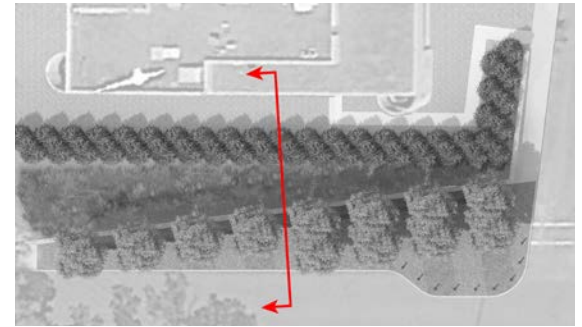


CONTEXT MAP

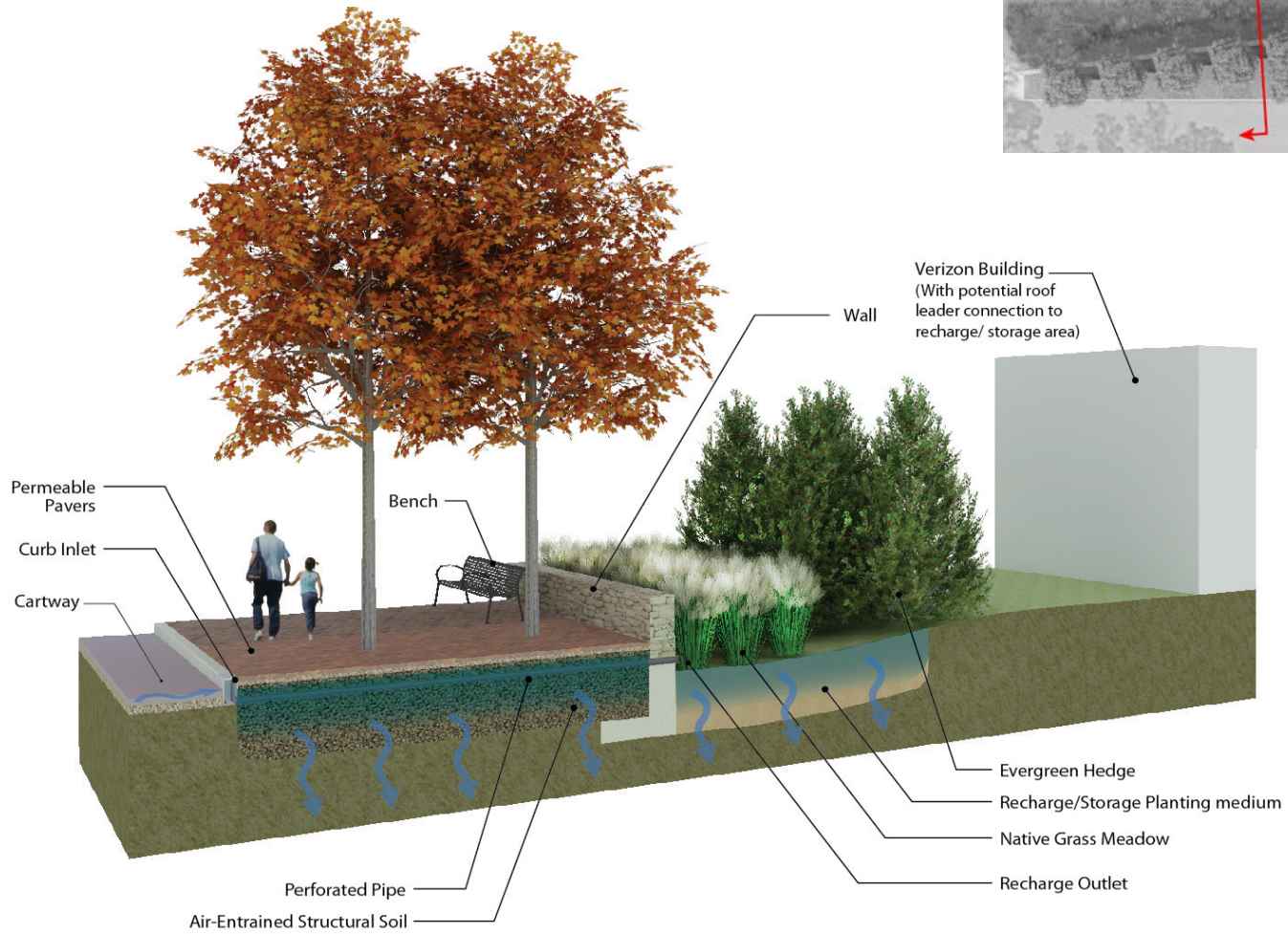


CONCEPTUAL PLAN

STORMWATER SECTION



SECTION CUT





AFTER



BEFORE