



---

BEACON PLANNING AND CONSULTING SERVICES, LLC  
315 STATE HIGHWAY 34, SUITE 129  
COLTS NECK, NEW JERSEY 07722  
TEL: 732.845.8103/FAX: 732.845.8104

**COMMUNITY IMPACT STATEMENT  
79 MAIN AVENUE  
BLOCK 162, LOT 7  
OCEAN GROVE - NEPTUNE TOWNSHIP  
MONMOUTH COUNTY, NEW JERSEY**

Beacon File: A23006  
September 2024

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



---

Andrew W. Janiw, PP, AICP  
Professional Planner #5775

## **I. DESCRIPTION**

### **A. INTRODUCTION**

Beacon Planning and Consulting Services, LLC, has been retained by 79 Main Avenue, LLC, property owner, to prepare a Community Impact Statement (“CIS”) in fulfillment of Township requirements in connection with a D2use variance application to permit the conversion of first floor office space into a residential unit. The subject property is located at 79 Main Avenue in Ocean Grove (Neptune Township), New Jersey and is a corner lot situated at the intersection of New York Avenue and Main Avenue. The property is identified within local tax records as Block 162, Lot 7, contains 1,913 sq.ft., and is rectangular in shape. The subject property is situated within the Township’s HD-R-1 Zone. See Figure 1: Property Location. The site is improved with a 2 ½ story mixed-use building containing ground floor office space, two second floor residential units, and attic storage/mechanical space. As the HD-R-1 District does not permit multifamily or mixed uses, the existing and proposed configurations are considered non-conforming. The structure occupies the majority of the subject property. See Figure 2: Existing Survey. The Application proposes to renovate the existing structure to convert the existing first floor office into a two-bedroom residential unit, maintain the existing second floor residential units, and renovate a portion of the existing attic for use as a study and bathroom for one of the existing second floor units. The remainder of the attic will continue to serve as a mechanical closet. No changes are proposed to the building’s footprint. The purpose of the report is to identify and assess potential effects associated with the proposed use on various aspects of Neptune Township.

Beacon Planning prepared the following evaluation of the project’s influence on the community utilizing information gathered from local sources/officials.

### **B. PROPERTY DESCRIPTION**

79 Main Avenue consists of a 1,913 sq.ft. lot developed with a 2 ½ story mixed-use building. The building occupies the majority of the site; therefore, on-site vehicle parking is not provided.

The first floor currently contains an ~1,105 sq.ft. office suite containing a waiting room, three offices, two full bathrooms, and a storage area. The second floor contains (1) one-bedroom and (1) two-bedroom residential units. The partial attic space contains two separate storage rooms. Vertical circulation within the building is provided by one staircase. The structure maintains an unfinished basement.

The Application seeks to convert the existing office space into a two-bedroom residential unit. The second floor will continue to contain (1) one-bedroom and (1) two-bedroom residential units, identified as Units 2 and 3. The partial attic will be renovated to contain a study and bathroom for use by Unit 2, as well as a storage and mechanical room. No changes are proposed to the existing basement. No additional square footage is requested with the current application.

On-site parking does not exist and is not proposed. No changes to the site layout are proposed.

The subject property is situated within the Township’s HD-R-1 District. The HD-R-1 District permits community centers, community shelters, detached single family residences, parks places of worship, and Ocean Grove Camp Meeting Association facilities. Permitted conditional

uses include professional offices.

The subject property is situated along Main Street in a transitional area between blocks characterized by commercial uses and transitioning to residential uses. Immediately to the east is a mixed-use commercial and residential structure, and immediately to the west is the Ocean Grove Area Chamber of Commerce and residential units.

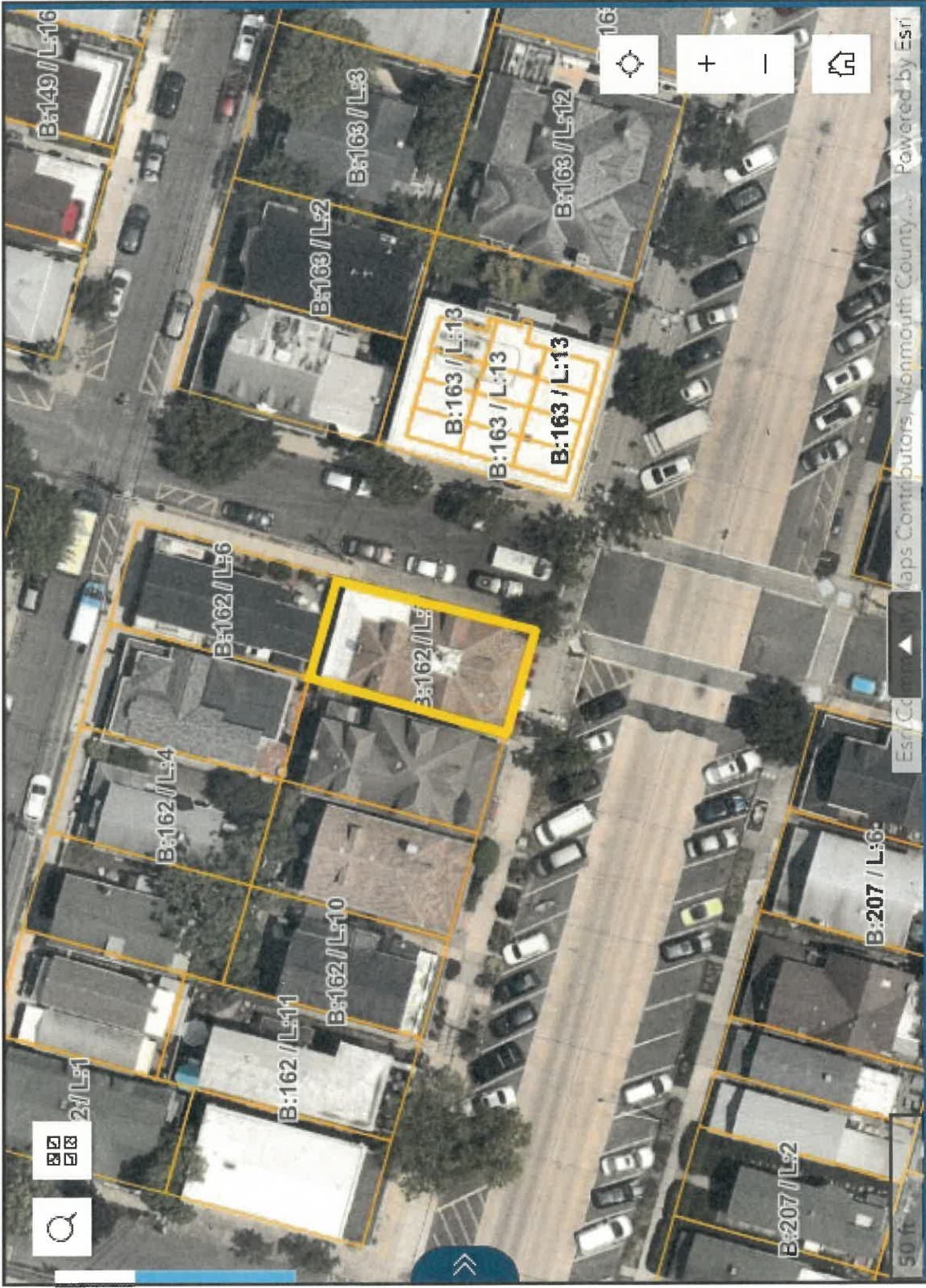


Figure 1: Property Location  
2023 September Nearmap Image

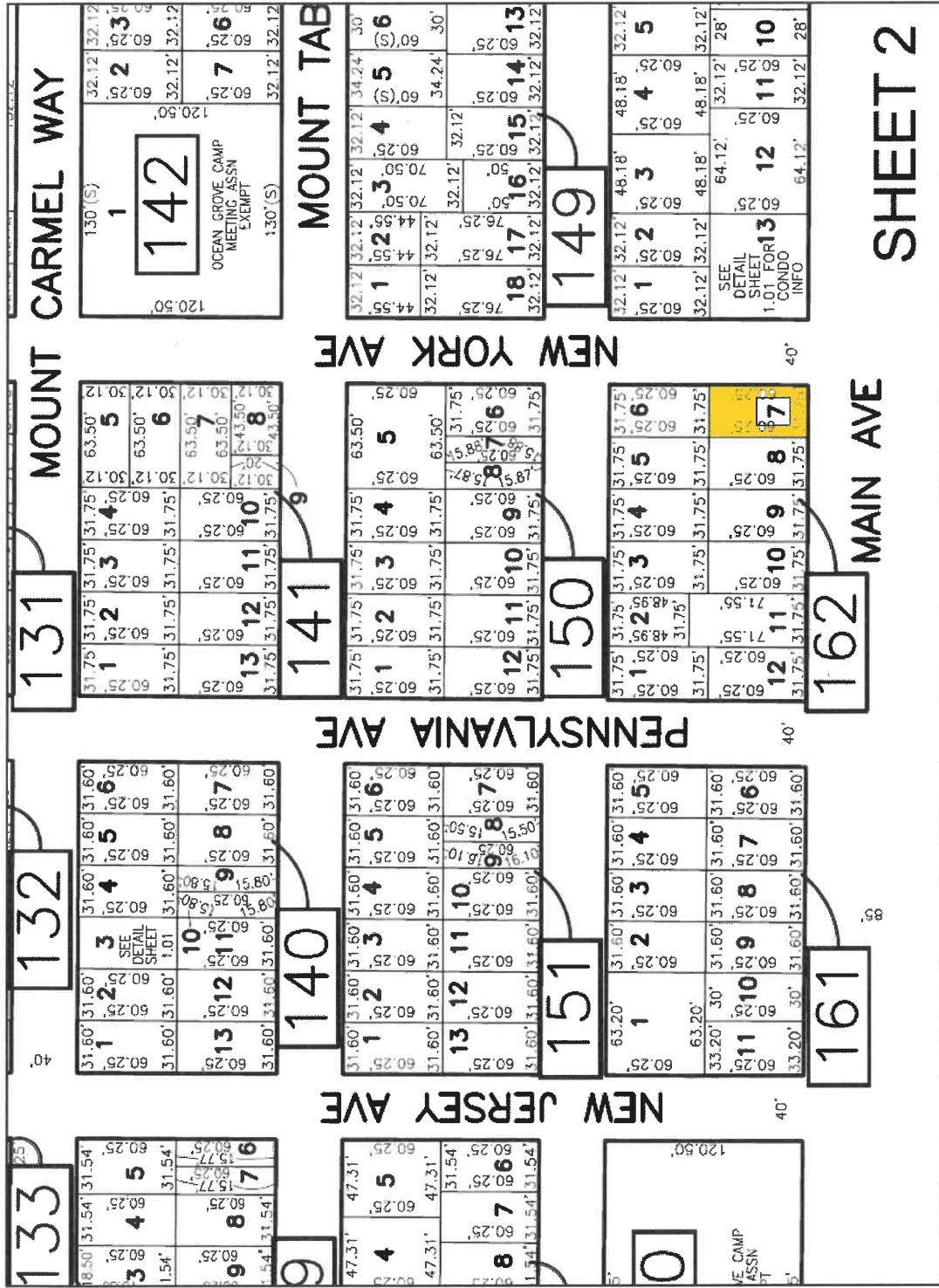
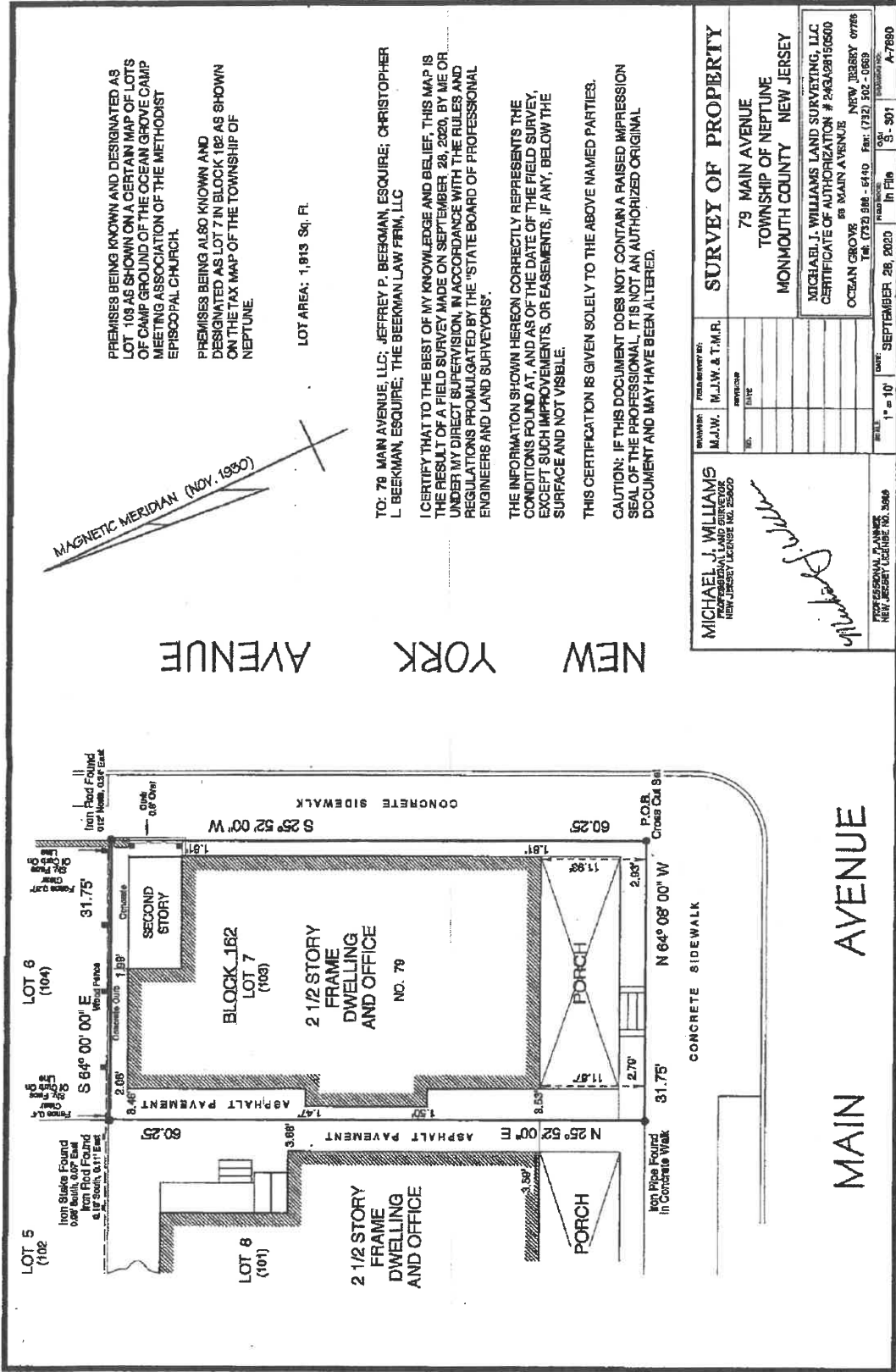


Figure 2: Portion of Tax Map 1 of the Township of Neptune  
Revised through 08/2021





PREMISES BEING KNOWN AND DESIGNATED AS LOT 108 AS SHOWN ON A CERTAIN MAP OF LOTS OF CAMP GROUND OF THE OCEAN GROVE CAMP MEETING ASSOCIATION OF THE METHODIST EPISCOPAL CHURCH.

PREMISES BEING ALSO KNOWN AND DESIGNATED AS LOT 7 IN BLOCK 182 AS SHOWN ON THE TAX MAP OF THE TOWNSHIP OF NEPTUNE.

LOT AREA: 1,913 Sq. Ft.

TO: 78 MAIN AVENUE, LLC; JEFFREY P. BEEKMAN, ESQUIRE; CHRISTOPHER L. BEEKMAN, ESQUIRE; THE BEEKMAN LAW FIRM, LLC

I CERTIFY THAT TO THE BEST OF MY KNOWLEDGE AND BELIEF, THIS MAP IS THE RESULT OF A FIELD SURVEY MADE ON SEPTEMBER 28, 2020, BY ME OR UNDER MY DIRECT SUPERVISION, IN ACCORDANCE WITH THE RULES AND REGULATIONS PROMULGATED BY THE "STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS".

THE INFORMATION SHOWN HEREON CORRECTLY REPRESENTS THE CONDITIONS FOUND AT, AND AS OF THE DATE OF THE FIELD SURVEY, EXCEPT SUCH IMPROVEMENTS, OR EASEMENTS, IF ANY, BELOW THE SURFACE AND NOT VISIBLE.

THIS CERTIFICATION IS GIVEN SOLELY TO THE ABOVE NAMED PARTIES.

CAUTION: IF THIS DOCUMENT DOES NOT CONTAIN A RAISED IMPRESSION SEAL OF THE PROFESSIONAL, IT IS NOT AN AUTHORIZED ORIGINAL DOCUMENT AND MAY HAVE BEEN ALTERED.

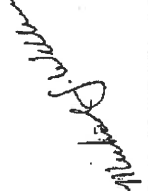
<b>MICHAEL J. WILLIAMS</b> PROFESSIONAL LAND SURVEYOR NEW JERSEY LICENSE NO. 25600 		<b>RESURVEY</b> M.J.W. / M.J.W. & T.M.R. DATE: _____ DATE: _____	
<b>79 MAIN AVENUE</b> <b>TOWNSHIP OF NEPTUNE</b> <b>MONMOUTH COUNTY NEW JERSEY</b>		<b>SURVEY OF PROPERTY</b> DATE: SEPTEMBER 28, 2020 TIME: 11:16 AM INSTRUMENT: S-301 A-7880	

Figure 3: Survey of Property

BEACON PLANNING AND CONSULTING SERVICES, LLC  
 315 HIGHWAY 34, SUITE 129, COLT'S NECK, NEW JERSEY 07722  
 TEL: (732) 845-8103/FAX: 732.845.8104

### **C. MASTER PLAN AND ZONING**

The subject property is situated within the Township's HD-R-1 District. The HD-R-1 District permits community centers, community shelters, detached single-family residences, parks, places of worship, and Ocean Grove Camp Meeting Association (OGCMA) facilities in accordance with permitted, conditional, and accessory uses in the district.

Township Goals and Objectives as noted within the 2011 Master Plan include:

- Promote a balanced variety of residential, commercial, industrial, recreational, public and conservation land uses.
- Preserve and enhance the existing character of the residential neighborhoods in the Township while providing a mix of housing types and uses.
- Provide a variety of housing opportunities for all income levels in appropriate locations consistent with environmental constraints.

Goals within the Land Use Element include:

- Maintain existing residential neighborhoods as attractive, high quality areas and ensure that renovations and new construction are compatible with existing neighborhood character.
- Encourage and support the rehabilitation and infill of the housing stock, where appropriate, while maintaining the character, scale and privacy of established residential neighborhoods.
- Continue to encourage the preservation and rehabilitation of the historic housing stock in the historic areas of the Township.
- Encourage the adaptive reuse of the Township's older building stock.

The Residential Uses portion of the Land Use Element states, on pg. 19, "Additionally, the current land use and zoning policies will have to contend with the continual changing needs of the residential marketplace.... However, it is important that the need for expansion, alteration or renovation, be accommodated in a manner that is respectful of neighborhood scale, character, and privacy, as well as the use and enjoyment of neighboring single-family residents. In addition, due to the significant presence of historical structures within the Township's Federally Designated Historic District, which in turn are not only important because they are historical, but rather because they define the character of the Township as a whole."

The 2023 Reexamination Report also included the goal of:

- Guide future residential and non-residential growth in a coordinated and managed approach as set forth in this Master Plan and to provide for logical transitional uses between residential and non-residential areas of the Township.

The proposed conversion of the existing office space to residential use is consistent with the master plan. The proposal provides for additional housing along a mixed-use roadway, Main Avenue, wherein other multifamily uses are located. The conversion will not impact the visual contribution of the structure to the streetscape and is an efficient reutilization of the structure.

**D. IMPACTS**

**1) Population**

The standard resource for estimating for household size were obtained from Who Lives in New Jersey?: Updated New Jersey Demographic Multipliers: The Profile of the Occupants of Residential Development in New Jersey prepared by David Listokin et al., dated November 2018 (see Table II-A-1 (2-4 Units, Own/Rent, All Values). Beacon Planning estimates 2.003 persons per household will be generated for the one-bedroom unit and 2.829 persons per household per two-bedroom unit resulting in an overall total of ~8 persons. However, the parcel is recognized as containing (1) one-bedroom and (1) two-bedroom units in its existing configuration. Pursuant to the aforementioned multipliers, ~5 residents would be calculated in its current configuration. Therefore, occupancy of the proposed two-bedroom unit is estimated at 3 persons. See Table 1 below.

Table 1:

79 Main Avenue Block 162, Lot 7			
Population			
Unit Type	Unit Count	Multiplier	# of Persons
1 - Bedroom	1	2.003	2.003
2 - Bedroom	2	2.829	5.658
	3		7.661
Population projections based on Table II-A-1 (2-4 Units, Own/Rent, all values) of Who Lives in New Jersey Housing? Updated New Jersey Demographic Multipliers published by the Center for Urban Policy Research, November 2018 Listokin, et. al.			

The proposed conversion of the first-floor office space would result in an anticipated occupancy of the first floor residential unit by an estimated three full-time residents. BPCs notes, in its current configuration, an estimated 4 – 6 employees plus visiting clientele utilize the space.

**2) School District**

Utilizing demographics multipliers published in Who Lives in New Jersey Housing? Updated New Jersey Demographic Multipliers prepared by David Listokin et al., dated November 2018 (see Table II-A-3) the project is estimated to generate approximately 1 public school child. Pursuant to the aforementioned multipliers, the one-bedroom unit is anticipated to generate 0.175 public school children while the two-bedroom units are anticipated to generate 0.471 public school children each.



However, the parcel is recognized as containing (1) one-bedroom and (1) two-bedroom units in its current configuration. Pursuant to the aforementioned multipliers, 0.646 public school children would be associated the existing configuration. Therefore, the proposed two-bedroom unit results in an overall increase of 0.471 public school children above the original configuration of the site. See Table 2 below:

Table 2

79 Main Avenue Block 162, Lot 7			
Public School Children			
Unit Type	Unit Count	Multiplier	# of Persons
1 - Bedroom	1	0.175	0.175
2 - Bedroom	2	0.471	0.942
	3		1.117
Public School Children projections based on n Table II-A-3 (2-4 Units, Own/Rent, all values) of Who Lives in New Jersey Housing? Updated New Jersey Demographic Multipliers published by the Center for Urban Policy Research, November 2018 Listokin, et. al.			

Under existing conditions or upon completion of renovations, as proposed, one school child may be anticipated. The conversion of office to residential; therefore, will not increase estimated public school aged children generated by the site.

Pursuant to the 2024-2025 User Friendly Budget Summary for the Neptune Township School District, total per pupil costs for the proposed 2024-2025 budget equate to \$21,896.00; however, this reflects costs and funding from all sources. Pursuant to the User-Friendly Budget, the local tax levy is anticipated to generate \$59,500,000.00 in funding for the school district with an anticipated enrollment of 3,854 pupils (including private placements, special education, etc.), which equates to approximately \$15,500.00 per student. BPCS estimates no additional public school aged children will be generated by the renovation.

BPCS notes the renovation would not likely impact school facilities, faculty ratios, etc.

### 3) MUNICIPAL FACILITIES AND SERVICES

#### a. Police Department

The conversion of the first floor for occupancy by up to an estimated three full time residents at the subject property is de minimis as in its current configuration, an estimated 4 – 6 employees plus visiting clientele utilize the space and, therefore, the conversion will not present an impact to the local Police Department.

**b. Fire Department**

The proposed conversion of the first floor for occupancy by up to an estimated three full time residents is de minimis as, in its current configuration, an estimated 4 – 6 employees plus visiting clientele utilize the space and, therefore, the conversion will not present an impact to the local Fire Department. The building will retain the existing footprint with modifications proposed to its interior.

**c. EMS**

The proposed conversion of the first floor for occupancy by up to an estimated three full time residents is de minimis as, in its current configuration, an estimated 4 – 6 employees plus visiting clientele utilize the space and, therefore, the conversion will not present an impact to the local EMS.

**d. Solid Waste Disposal**

Municipal waste services will be utilized as they are currently. The proposed conversion of the first floor for occupancy by up to an estimated three full time residents at the subject property is de minimis as in its current configuration, an estimated 4 – 6 employees plus visiting clientele utilize the space and therefore , the conversion will not present an impact to the local public works department.

**2) TRAFFIC IMPACTS**

The proposed utilization of a former office space as a two-bedroom residential unit is anticipated to reduced traffic impacts to the surrounding neighborhood as compared to the former office use.

Pursuant to RSIS, a two-bedroom unit would generate a requirement for 2 parking spaces whereas a one-bedroom unit would require 1.8 spaces. Overall, considering the existing configuration, a total of 6 parking spaces would be required.

The current office use of the first floor would generate a requirement for ~4 spaces, therefore, the conversion to a two-bedroom residential unit would decrease the parking demand generated by the site by two parking spaces.

Of note, per Section LDO-412.17 Parking Requirements of the Township's Land Development Ordinance, for uses in the historic zone districts: "No off-street parking permitted or required, except for new historic hotels as noted below."

**E. COST/REVENUE ANALYSIS**

**a. Project Revenues**

The parcel currently has an assessed value of \$749,700.00, consisting of a \$393,600.00 land assessment and a \$356,100.00 improvement assessment for the 2 ½ story structure.

We estimate the market value of the renovated structure at ~\$900,000.00.

The 2023 equalization ratio is 100%, which represents the assessed value to market value. The tax rate for Neptune Township is comprised of: Municipal; Library; County – General; School; County – Health; County – Open Space; and Neptune Fire District. Table 1 below depicts the existing and anticipated tax revenue associated with subject property:

Table 1:

Tax Category	Tax Rate	Tax Revenue Existing	Tax Revenue Anticipated	Difference
Municipal	0.586	\$ 4,393.24	\$ 5,274.00	\$ 880.76
Library	0.031	\$ 232.41	\$ 279.00	\$ 46.59
County - General	0.184	\$ 1,379.45	\$ 1,656.00	\$ 276.55
School	0.896	\$ 6,717.31	\$ 8,064.00	\$ 1,346.69
County - Health	0.004	\$ 29.99	\$ 36.00	\$ 6.01
County- Open Space	0.026	\$ 194.92	\$ 234.00	\$ 39.08
Fire District	0.047	\$ 352.36	\$ 423.00	\$ 70.64
<b>Total:</b>	<b>1.774</b>	<b>\$ 13,299.68</b>	<b>\$ 15,966.00</b>	<b>\$ 2,666.32</b>

**b. Project Costs**

We can now compare projected project costs to projected revenues to the Township.

De minimus costs to the Township are anticipated in connection with the proposed conversion of the existing office space into a two-bedroom unit. The proposed two-bedroom unit will not result in substantial impacts to the Township as the configuration will result in a net increase of approximately 3 persons, one of which may or may not be a public-school pupil.

The conversion of existing office space into a residential unit will not generate the need for additional police, fire crews or EMS staff. And it will utilize existing infrastructure within the Township.

There is no impact to schools anticipated by this renovation.

The municipality will receive approximately \$880.00 in additional revenue and the school district will receive an additional ~\$1,350.00 in revenue. BPCS estimates a net positive impact on the municipal budget.

**F. CONCLUSION**

The above report has demonstrated the benefits of the proposed development, which include:

- The reinvestment into and renovation of an existing building.

- The reinvestment in an existing residential neighborhood in a manner consistent with surrounding development, i.e. multifamily homes.

## **G. APPENDICES**

- Tax cards for Block 162, Lot 7
- Architectural drawings prepared by AMRARCH Design Studio, dated 05/31/2023 with revisions through 05/02/2024.