

Seafood Suppliers Directory, Jersey Seafood website, Jersey Seafood point-of-purchase recipe cards, and other types of point of sale advertising materials.

The local labeling program will continue to be advantageous as the quality and safety of cheaper foreign imports is questioned. In June of 2007, there was national media coverage on the F.D.A. blocking the sale of five types of farm-raised seafood from China due to repeated instances of contamination from unapproved animal drugs and food additives (Martin 2007, June 29). As the negative perception of foreign seafood grows, consumers will most likely turn towards local seafood products even if the costs are higher. Consumers will depend on labels as a key way to decipher between foreign and local products.

### Bait Fish

The Belford Co-op is currently expanding the sale of bait fish caught using pound nets in the Bay. There is a significant recreational fishing sector in the region that requires bait fish, for example, bluefish used as bait in shark tournaments. Also, some Co-op members catch surf clams from Prohibited waters off of Sandy Hook for use as recreational fishing bait. The proposed site plan accommodates space for offloading, processing and packing bait. The Co-op could sell bait directly to marinas and large bait shops along the Jersey Shore.



Figure 5.28: The Net House is a historic feature of the site

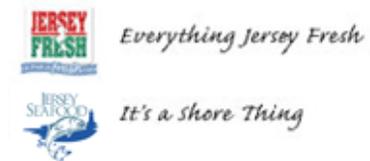


Figure 5.29: Jersey Fresh and Jersey Seafood Labels



Figure 5.30: Belford Seafood Co-op Retail Store

## Development Matrix

The development feasibility matrix is designed to let decision-makers/policy analysts weigh the pros and cons of the various development alternatives for the study area. The matrix allows users to compare strategies in terms of desirability and feasibility factors such as cost, permitting, market growth, economic development, and so on. The “pluses” and “minuses” per strategy across the continuum of considerations aid in developing consensus on one or more development alternatives/strategies.

Based on the market assessment and development feasibility analysis, the successful revitalization of the study area requires the implementation of numerous development alternatives and strategies. A mixture of uses is needed to assist the fishermen in a globally competitive seafood market while attracting private investment and public awareness to the area.

The plan recommends that the future development of the two properties include a live fish facility, open space, education center, Bayshore Inn, marine research center, ferry retail booth, fishing-related operational improvements, and other uses that attract private investment. Based on the in-depth physical and market analysis and extensive interviews with a variety of stakeholders, these uses have the highest degree of success for supporting the existing fishing industry at the Port.

Despite the physical feasibility of constructing and operating a clam depuration plant and

aquaculture facility at the site, Figure 5.31 demonstrates that the alternatives do not meet many of the necessary market criteria. The main reasons are: strong domestic and international competitors with lower costs and better harvesting environments, high input costs, and lack of growth in the price of these products over time. Due to these reasons and other challenges, a depuration plant and aquaculture facility would require a significant amount of government subsidy for both construction and operation and therefore are not seen as viable development alternatives.

On the other hand, as shown in Figure 5.31 the live fish facility meets most of the development and market criteria. The market viability of this development alternative is mainly due to the Port’s competitive advantage to national and international competitors - high transportation costs and complex issues entailed. In addition, this alternative does not require extensive facility construction or radical changes to fishing practices or fisheries conducted, nor does it require increased fishing effort or increased catches. By making changes in the handling, storage, and transportation of fish, this alternative would open up new markets to Belford fishermen, significantly increasing the selling price per pound.

An interactive/discovery center and an educational facility that houses marine research are both complementary additions to the redevelopment of the site. An interactive/discovery facility could be very successful due to the community’s interest and the current demand for experience driven tourism. The facility

would leverage, while helping to preserve, the unique location and maritime heritage.

A marine research facility, as an extension of a local educational institution (e.g., Monmouth University, Brookdale Community College), would greatly benefit from the regional location of the site and the proximity to commercial fishermen. Collaborations could be created with existing commercial seafood businesses on research and development and innovation, new business incubation, and public programs while meeting the facility’s educational and research mandate.

Open space is a key component to the development plan since will connect many of the proposed land uses while providing active and passive recreational opportunities. The area is currently a destination for water-dependent recreation and the provision of park amenities would further attract to this destination. Funding sources appear to be available for land acquisition for preservation and public access, as well as rehabilitation of the bulkhead and other site and parking improvements.

Other land uses which have private investment interest and can be successfully integrated into the overall development plan should be considered. In addition, specific commercial fishing-related operational improvements identified in the plan should be implemented. The Conceptual Site Plan Section demonstrates the development alternatives in an overall redevelopment scheme.

Figure 5.31 Development Matrix										
Development Alternative										
	Clam Depuration	Aquaculture Facility	Live Fish Facility	Open Space	Bayshore Inn	Education Center	Marine Research Center	Ferry Retail Booth	Improvements in Processing	Labeling / Marketing
<b>Development Criteria</b>										
Construction feasibility	+	+	+	+	+	+	+	+	+	
Construction permitting	+	+	+	+	+	+	+	+	+	
Operation permitting	+	+	+		+	+	+	+	+	
Consistent with current plans/zoning	+	+	+	+	+	+	+	+	+	
Prevents negative impacts to surrounding uses	+	+	+	+	+	+	+	+	+	
Preserves fishing heritage	+	+	+			+	+	+	+	+
Provides public access to waterfront	-	-	-	+	-					
Ecological benefits	-	+	+	+	-		+			
Educational value	+	+	+	+		+	+			
Community aesthetics	-	-	-	+	+					
Regional destination	+	+	+	+	+	+	+	+		
<b>Market Criteria</b>										
Growing market	-	-	+		+			+		+
Financially sustainable	-	-	+	+	+	-	-	+	+	+
Growth for existing fishing and seafood industry	+	-	+	-	-	-	+	+	+	+
Cost efficient	-	-	+	+	+		-	+	+	+
Generates employment	+	+	+	-	+	-	+	+	+	+
Labor skills match	+	-	+		+		+	+	-	+
Available production inputs	+	-	+		+		+	+	+	+
Buffered from domestic/international competition	-	-	+		+		+	+	-	+
Revenue producing	+	+	+	-	+	-	-	+	+	+
Government funding	-	-	-	+		+	+		-	-
Private funding	-	-	-	-	+	-			-	-
+ equals positive correlation    - equals negative correlation										

The overall scenario includes numerous development proposals. The following is a list of these proposals with locations shown on Figure 6.1.

# Conceptual Development Plan

## 1. Ferry Retail Booth

A retail booth (approx. 1,600 s.f.) is located adjacent to the ferry terminal. Businesses sell fresh, locally produced seafood and prepared meals to the more than 1,100 daily riders. The booth contains separated spaces for multiple vendors and accommodates basic kitchen appliances such as refrigeration, sink, heating, stove, etc. Display shelves are used to enable riders to quickly pick up seafood and prepared meals. In addition, a seating area is located between the booth and creek for riders awaiting the next ferry and wanting to eat or drink.

## 2. Landscaped Courtyard

The landscaped courtyard enables visitors to better experience a working port. This area is at the heart of the commercial fishing activity with boats being unloaded, fish being carted around, and fishermen walking around with gear. The focal point of the courtyard is a berth for mooring vessels which allows visitors to get close and peer into ships. The courtyard will be built with a permeable surface (see design guidelines section).

## 3. Interactive/Discovery Center

The interactive/discovery center (2 fl., approx. 9,000 s.f.) promotes Monmouth County's over one-hundred year old maritime tradition through education exhibits; aquarium for plants and fish; oral history and photo archive;

small theater space; gallery; indoor working area for fishermen to repair nets and equipment; and outdoor exhibit area.

## 4. Net House

The existing net house (2 fl., approx. 10,000 s.f.) is completely rehabilitated (rebuilding of everything except for frame). The building is used mainly for the live fish operation with a ground floor retail seafood component. Associated uses include: live fish tanks, loading/unloading via small trucks on south side of building and boats on the north side, office space, retail space, processing space, and ice and freezing.

For the live fish tanks, the ground floor includes three rooms (800 s.f. each) with 12 foot ceilings and 10'x10' garage doors on both the water side and street side for loading and unloading. The rooms accommodate two side by side 12'x12' tanks plus one tank stacked on top of each tank and associated equipment. A hallway exists for visitors to view operation.

The ground floor also includes a processing area for filleting and packing (approx. 800 s.f.); retail space with prep kitchen and cooking space (approx. 1,215 s.f.); and ice/walk-in

freezer (approx. 810 s.f.). The second floor includes office (approx. 540 s.f.); bathrooms (approx. 135 s.f.); and storage (1,700 s.f.).

## 5. Restaurant and Outdoor Seating Area

Physical improvements are recommended to the existing restaurant. These include an expanded, raised outdoor seating area; full-service bar; and interior renovation.

## 6. Storage building

The storage building (approx. 6,500 s.f.) is a one story building located south of the driveway on Parcel A. This building is for storage of equipment and supplies and will assist in the overall clean-up of Parcel A.

## 7. Landscaped Plaza

The landscaped plaza is designated for community events and passive recreation. The center piece of the plaza is public art celebrating the area's maritime heritage. The plaza is used for community events such as weekly green markets, festivals, tours, concerts, etc.

## 8. Natural Outdoor Amphitheater

The natural outdoor amphitheater is a simple earthen structure consisting of a grassy basin with earth steps. This landscape feature does



Figure 6.1: Conceptual Development Plan for study area

not rise above ground. The center of the basin is flat ground that will act as a small stage. This landscape feature can be used for outdoor educational instruction, concerts, plays, classes, presentations, etc.

### **9. Marine Research Facility**

The marine research facility (2 fl., approx. 22,000 s.f.) is located adjacent to the water and is a marine resource center that accommodates a research extension facility of an educational institution in addition to research facilities for other marine science organizations (e.g., non-profits, incubator business entrepreneurs).

The mission of the resource center is to “provide leadership, initiate and facilitate responsible community-based fishery management, collaborative marine science, and sustainable economic development to benefit the fishermen and communities of Raritan Bay and the Hudson-Raritan Estuary complex.” Proposed activities at the center include: community hatchery, oyster aquaculture for ecological restoration, community supported fisheries project (CBF), collaborative research projects, and business incubation (Willner 2008). The NY/NJ Baykeeper has expressed interest in the site to support their oyster restoration for ecological purposes. The Baykeeper has been coordinating oyster reef restoration in the Raritan Bay and other locations in the NY/NJ Harbor for several years and has designated funding for this purpose. The research center will provide much needed space for this effort.

### **10. Bayshore Inn**

The inn (3 fl., approx. 23,000 s.f.) capitalizes on the area’s scenic location. The second and third floors contain hotel rooms with expansive views of the Bay. The bottom floor is a banquet area with a private outdoor courtyard which is an ideal location for weddings, ceremonies, meetings, etc.

### **11. Open Space**

Located on the western edge of Parcel B adjacent to the Dunes residential complex, the landscaped open space provides water and beach access to the public. This open space also provides natural habitat connectivity between the Bay and the large wetlands to the south.

### **12. Boardwalk**

The boardwalk runs along the entire water’s edge for both Parcel A and Parcel B. The boardwalk is built upon the rebuilt bulkhead and is a key feature of the development plan in connecting the different land uses together while making the site an attractive destination for walking, strolling, and sitting by the water. The boardwalk terminates at the northern edge of Parcel B with a connection to the beach. Coordination with adjacent property owners and specific improvements are needed to provide a continuous boardwalk north of Parcel B.



Figure 6.2: Conceptual Development Plan for study area

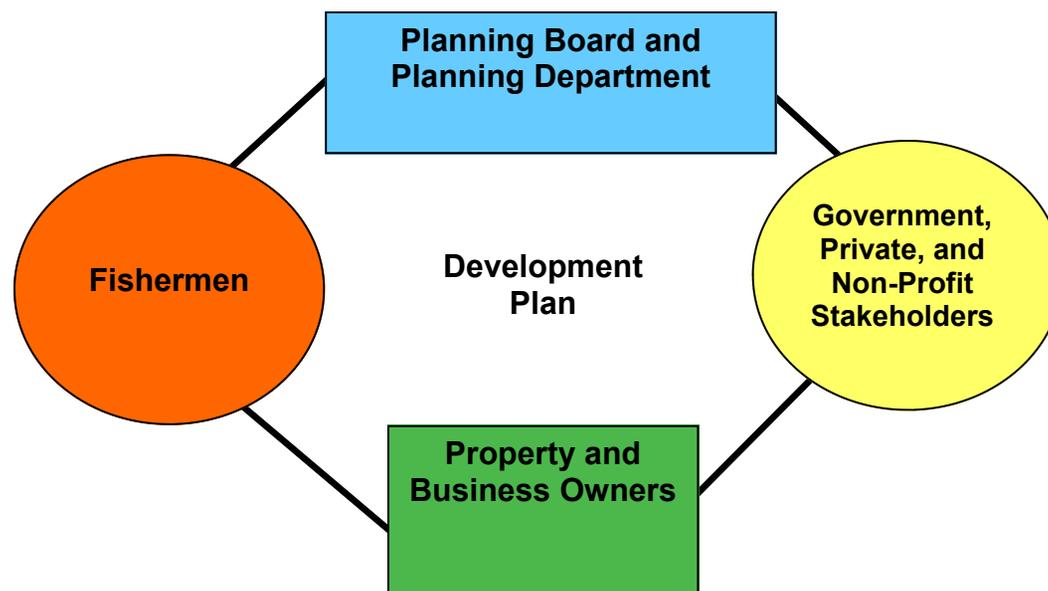
# Implementation

The development plan will be implemented as approved by the governing body through private development, public investment of strategic infrastructure, and the coordination of different state and local organizations working together to improve the Port and adjacent properties.

## Roles and Responsibilities

The success of the development plan is dependent on the active involvement and coordination of the Planning Board, Planning Department, Governing Body, local fishermen, property and business owners, and other key stakeholders. The Township approves the development plan and oversees the implementation of the plan. The Planning Board reviews the development plan and reviews development applications in the study area to determine consistency with the development plan.

Other agencies and organizations such as the Belford Co-op; NJ Departments of Agriculture, Environmental Protection, and Community Affairs; Monmouth County; New York Waterways; the Dunes Homeowner's Association; and other organizations play an important part through providing key input and helping implement recommendations.



**Figure 7.1:** Numerous public and private parties are key to the creation and implementation of the development plan.

## Sources and Uses of Funding

The recommendations within the development plan will be implemented through a combination of private investment and government assistance. Attracting strategic partners, such as an educational institution, developers, non-profits and Township, County, and State agencies, is critical to the success of the development plan. This section identifies potential funding sources.

### Parks and Open Space Preservation and Educational Facility

*NJDEP, Green Acres Program. State Park and Open Space Acquisition* - The Program serves as the real estate agent for DEP conducting fee simple acquisition of lands with high environmental, scenic, and recreational value and associated infrastructure. Once acquired, these lands become part of the system of state parks, forests, natural areas, and wildlife management areas. Green Acres funding could potentially be used in the study area for acquisition of land for open space preservation and parks, boardwalk, bulkhead repair, educational facility, park equipment and infrastructure.

*State Grants to County and Township for open space acquisition*—Grants have been made to Township under the Planning Incentive Program.

*Monmouth Conservation Foundation*— Receives

funding from the State for conservation and associated infrastructure and has an interest in preserving land in Middletown.

*Monmouth County Park System Open Space Program* - The program has funding for cooperative projects with Monmouth County municipalities. Both land acquisition and development for park, recreation, and open space purposes are eligible for funding.

*Port Authority of New York and New Jersey* - The Port Authority acquires and preserves critical habitat and waterfront areas for public use in New York and New Jersey. The Port Authority also funds other projects related to conservation and environmental education.

*American Littoral Society* - The organization funds the acquisition of open space and is heavily involved in coastal education programs. The organization is headquartered in Sandy Hook and is associated with the NJ/NY Baykeeper organization.

*I BOAT NJ* - Managed by the New Jersey DOT/Office of Maritime Resources (NJDOT/OMR), the program provides grant funds to selected eligible applicants to promote, improve, and enhance the marine industry. Funding for infrastructure is available through the program's boating/educational grant

### Infrastructure and Transportation Improvements

*Municipal Aid, NJDOT Division of Local Aid and*

*Economic Development* – Municipal aid funds are appropriated by the Legislature for municipalities in each county based on a formula considering population and road mileage.

*Local Aid for Centers of Place* – Local Aid for Centers of Place is designed to assist municipalities that have formally participated in the New Jersey State Development and Redevelopment Plan (SDRP).

*Community Development Block Grants (CDBG)* - With the Small Cities CDBG program, States award grants to local governments for a wide range of community development needs.