## Appendix 9

## PowerPoint Presentation

# Fishermen's Landing

**REDEVELOPMENT OF THE WORKING WATERFRONT OF POINT PLEASANT BEACH, NEW JERSEY**

***presentation for:***

**STRONGER NEW JERSEY BUSINESS GRANT AND LOAN PROGRAM**

**Channel Drive, Point Pleasant Beach, NJ**

Sponsored by **Atlantic Capes Fisheries, Inc.**

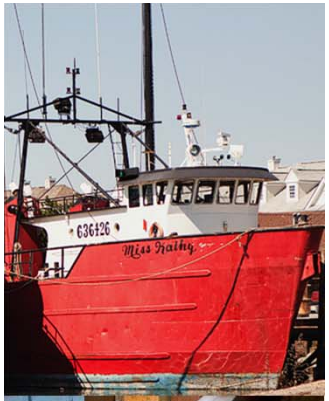
**PRIVATE AND CONFIDENTIAL**

**November 15, 2013**

## LOCATION

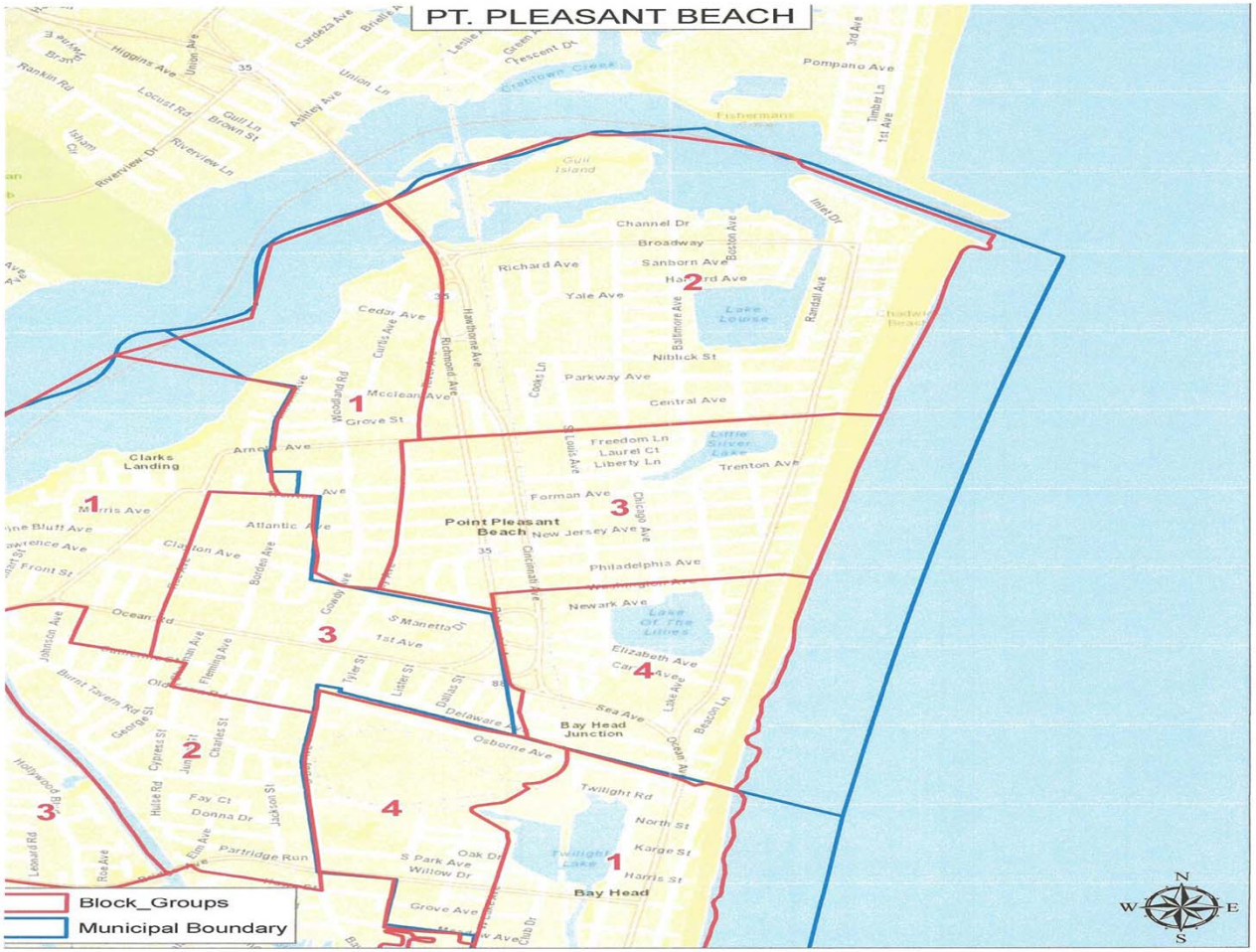
### Point Pleasant Beach – Ocean County, NJ

- Third largest commercial fishing port in New Jersey
- Landing over 20 million pounds of seafood annually, worth ~ 25 million dollars and contributing over $120 million to New Jersey's economy
- Year-round working waterfront with commercial fishing, recreational fishing, and marine support services
- Destination summer beach resort
- 3.5 Million people live within a 60 minute drive of Point Pleasant Beach
- **FISHERMEN'S LANDING** redevelopment of Point Pleasant Beach waterfront with commercial fishing and mixed use development will:
  - Provide year-round tourist access to the Working Waterfront
  - Create a second year-round destination for the public to compliment the summer seasonal beach attraction
  - Rebuild and Sustain the infrastructure to assure the continuation of operating commercial fisheries for future generations



# NEED FOR ECONOMIC DEVELOPMENT

- The project site and entire district of Zone 2 in Point Pleasant Beach is designated as a low/moderate income neighborhood **(LMI)**.




**Fishermen's Landing**

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## ABOUT THE SPONSOR

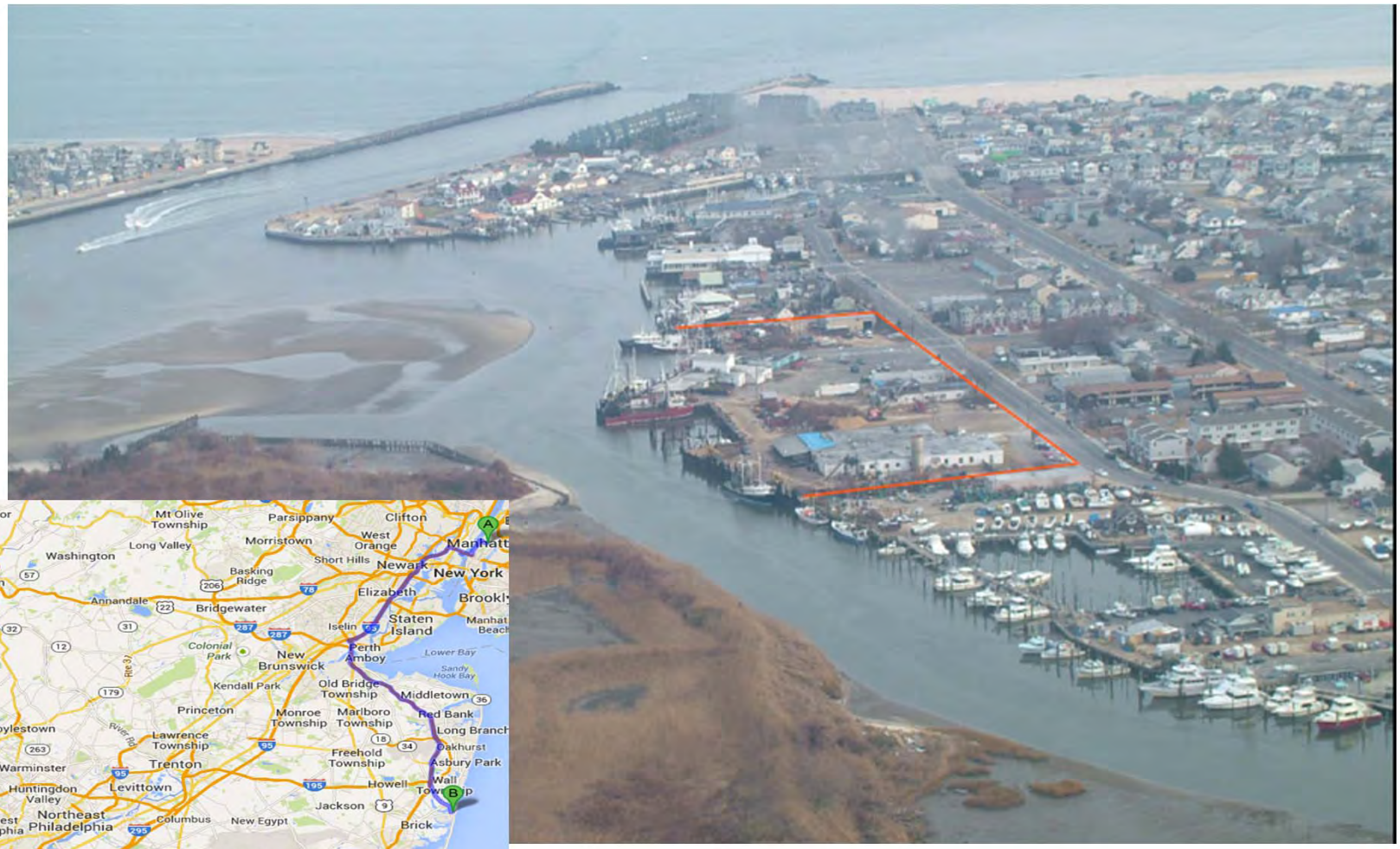
### Atlantic Capes Fisheries, Inc.

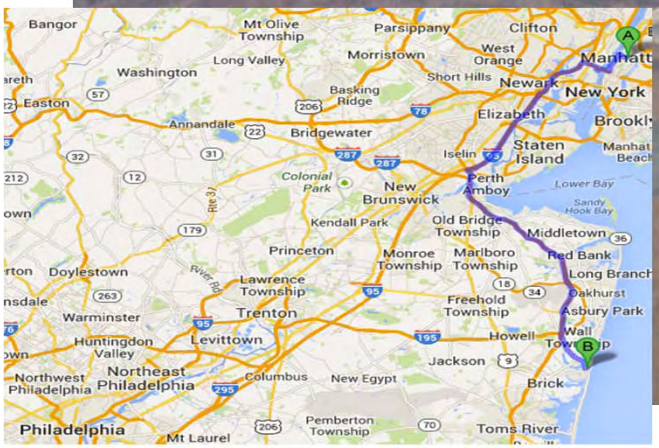
- Vertically integrated New Jersey based commercial fishing company
- Second Generation in the fishing business
- Operating 20+ fishing vessels for scallops, clams, squid, and finfish
- Seafood Processor and Added Value Seafood Products Manufacturer
- New Jersey Oyster Aquaculture - *Cape May Salt Oysters*
- Export Frozen Seafood to Europe and Asia
- Facilities in:
  - Cape May, NJ
  - Point Pleasant Beach, NJ
  - Fall River, MA
  - Bristol, RI
- Small Business as defined by SBA
  - NAICS 311710 – *Seafood Product Preparation and Packaging*

## ABOUT THE PROJECT

### 117-301 Channel Drive, Point Pleasant Beach, NJ

- Off of Manasquan Inlet –Entrance to New Jersey's Inter-coastal Waterway
- Ocean County bordering Monmouth County
- Summer Tourist  Beach based tourism  could expand with year round second destination – mixed use waterfront
- About 70 miles from both Philadelphia and New York City



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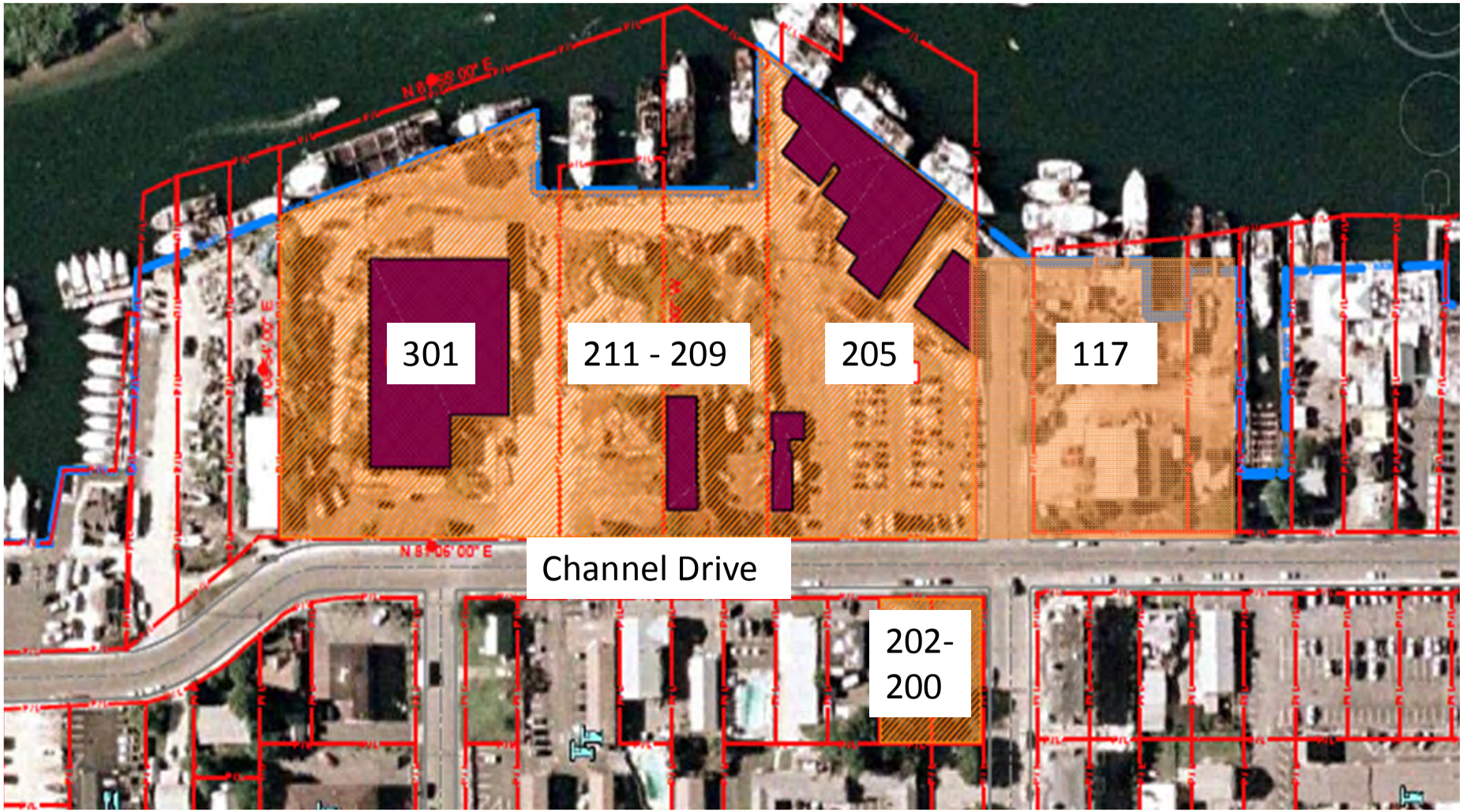
## EXISTING SITE'S CONDITIONS

- ~ 1,400 Feet Street Frontage on Channel and Baltimore
- ~ 1,400 Feet of Bulkhead
- ~ 6.5 Acres of Uplands
- Commercial fishing vessel offloading, servicing, and fish processing

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# EXISTING SITE'S CONDITIONS

## Impacts of Super Storm Sandy

- ~300 Feet of Bulkhead and Pier severely damaged by "Super Storm Sandy"
  - Zane NJDEP Replacement Permit issued in 2013
  - Rebuilding Bulkhead and piers , first phase, pending funding sources
- Fish offloading Building at 205 Channel Drive destroyed
  - Building removed and waiting reconstruction
- 205 Employee housing and 209 Retail Store and apartment damaged by Sandy
  - Both to be demolished and removed to allow better site utilization
- Roof of 301 Channel Drive Building ripped off
  - Temporary Repairs to Roof made pending plans for redevelopment and funding
- Significant erosion of Gull Island Bulkhead filling in Manasquan Inlet
  - USACOE Dredge Currituck performed emergency dredging
  - NJDEP, County, and USACOE informed of Gull Island bulkhead deterioration / erosion associated with "Sandy"
  - Need multi-agency task force plan for Manasquan Inlet, Wills Hole Thoroughfare, and Gull Island Maintenance

## LOCAL ZONING

### FISHERMEN'S LANDING

- **FISHERMEN'S LANDING** revitalizing Channel Drive, in Point Pleasant Beach, NJ
- Historically a working commercial waterfront for the commercial and recreational industries
- The project's focus is to renew and preserve dock, offloading, and processing facilities for the commercial fishing industry, while creating a mixed use destination tourist facility using the commercial fishing activity as a draw for the public – similar to "The Lobster House" in Cape May or the waterfront of Newport, RI
- The large site can help rebrand the entire area, which is located within the MC – Marine Commercial District of Point Pleasant Beach NJ.
- Permitted uses for the MC Zone include:
  - Marine Commercial
  - Hotels & Motels
  - Marine Service
  - Yachts / Marinas / Boat Building Yards
  - Single Family
  - Marine Service Stations

# FISHERMEN'S LANDING

## PROPOSED DEVELOPMENT PHASES

- **PHASE I:** 2014 - Rebuild and Sustain Commercial Fishery
  - Rebuild 205 Channel Drive with new "post Sandy" raised bulkhead and new piers
  - Relocate New Fuel, Ice, and Utility infrastructure
  - Parking, Lighting, and Site Improvements
  - Refurbish 23,000 sq ft fish handling building and add second floor of 3,000 sq ft
  - New Truck Loading Ramps
  - Proposed relocated Net Mending, Welding, and Vessel Maintenance facility
  - Public access to the waterfront by tie-in of Baltimore Ave to site development

- **PHASE II(a) :** 2015 - Fresh seafood offloading with public access to waterfront incorporating dynamic mixed use redevelopment of former restaurant site
  - 50,000+ sq feet large scale seafood restaurant
    - Seafood Market with cooked seafood take-out
    - Outside – "on the dock seating"
    - Intimate relationship between public spaces and fish offloading
  - Banquet facilities
    - Separate entrance for multi-function rooms
    - Multi-function rooms with views of the harbor
  - Outdoor spaces associated with restaurant and Banquet facilities

- **PHASE II(b):** 2015 – 90 Hotel and Meeting Center with harbor views linked to Special Occasion / Banquet Facilities providing a year round destination anchor to the rebranded working waterfront of FISHERMEN'S LANDING

**PHASE ONE:** 2014 - Rebuild and Sustain Commercial Fishery

- New Bulkheads and piers 117, Baltimore Ave, an d 205 Channel Drive
- Refurbish Fish Processing and Packing Building 301 Channel Drive with new truck ramps and offices
- Relocate and New Ice Plant, Fuel System, New Truck Ramps and Utilities
- Proposed relocated Net Mending, Welding, and Vessel Maintenance Building
- Site Work, Lighting, and public access developed to the waterfront and docks off of Baltimore Ave.
- New public access to new waterfront promenade

**PHASE II(a): 2015 - Fresh seafood offloading with public access to waterfront incorporating dynamic mixed use redevelopment of former restaurant site**

- Waterfront main dining rooms first floor - expandable outside on "dock" seating
- Vessel offloading integrated into building plan
- Second floor banquet special occasion function rooms with waterfront views and access from hotel
- Rooftop lounge with fire pits and views of ocean and harbor
- Additional parking 200-202 Channel Drive

**PHASE II(b): 2015 – Hotel and Meeting Center anchoring area and linked to Banquet and Special Occasion Function Rooms**

- New Hotel - three stories with up to 90 rooms
- Pedestrian bridge linking Hotel to Banquet and Special Occasion Facilities
- Rooftop pool with Ocean and Harbor views
- Hotel parking on the ground level under hotel

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## PHASE II(a): 2015 First Floor

- Main Dining Rooms – Waterfront views – On Dock outside seating viewing vessel offloading

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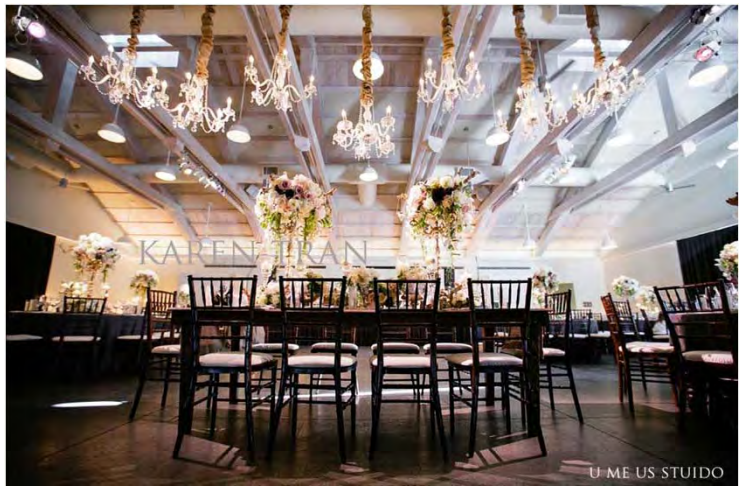
## PHASE II(a): 2015 Second Floor

- Banquets, Special Functions, and Weddings
- Waterfront views and outside decks
- Connected by bridge to Phase Three Hotel



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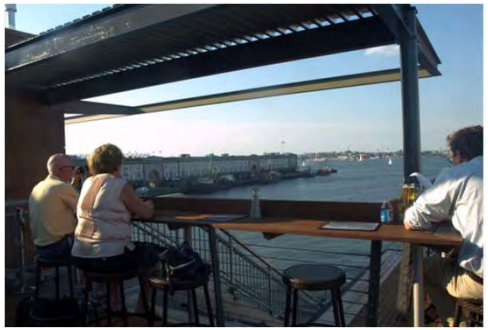
## PHASE II(a): 2015 Rooftop lounge and Special Events

- Ocean and Harbor Views
- Seasonally Open
- Special Occasion Functions



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## INCREASED PUBLIC ACCESS AND RECREATIONAL AMENITIES

- Incorporation of Baltimore Avenue into FISHERMEN'S LANDING site planning with dramatic pedestrian access to new waterfront piers
- Commercial fishing vessels berthed along the pier providing an exciting backdrop for public promenade

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## STRONGER NJ NEIGHBORHOOD AND COMMUNITY REDEVELOPMENT REVITALIZATION PROGRAM

- FISHERMEN'S LANDING sponsor is seeking partnership with the city of Point Pleasant Beach and neighboring property owners to rebrand and revitalize the entire CHANNEL DRIVE with public access to a working waterfront
- City Council of Point Pleasant Beach voted unanimously to file a Stronger NJ Neighborhood Community Redevelopment and Revitalization Grant Application prior December 5, 2013

POINT PLEASANT BEACH
TOP OF THE INLAND WATERWAY
NEW JERSEY

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# POINT PLEASANT BEACH – WORKING WATERFRONT

## 117-301 CHANNEL DRIVE LARGEST PROPERTY CAN ANCHOR AREA REBIRTH of the entire CHANNEL DRIVE AREA for city Streetscape plan

- Largest property in the center of Point Pleasant Beach's working waterfront
- Opportunity to rebrand entire Channel Drive area as a destination year round mixed use commercial fishing / tourist zone
- Attraction of Working Waterfront will compliment existing seasonal summer beach tourism and extend the tourist summer season al l in walking distance of summer beaches

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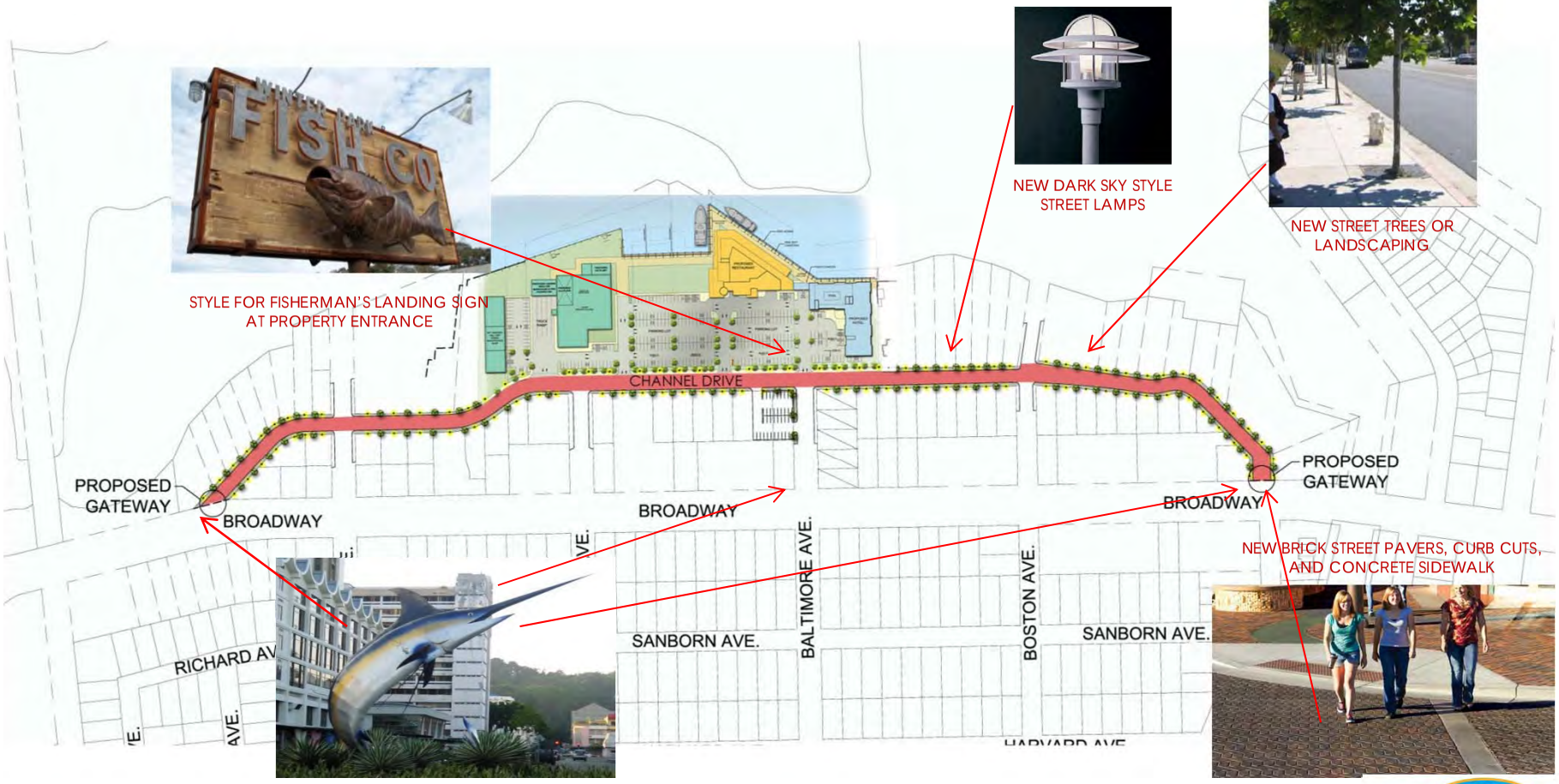
# PROPOSED DEVELOPMENT OF THE CHANNEL DRIVE WATERFRONT DISTRICT

- When completed **FISHERMEN'S LANDING** will be a year-round tourist destination providing jobs and expanding the economic base of Ocean and Monmouth Counties
- Integration with local community - sponsor seeks collaboration of City Leaders to rebrand entire waterfront area
- Collaboration on Signage, Street-scaping, Lighting
- Destination waterfront district, similar to Newport, RI, Portland, ME , and Seattle, WA




**Fishermen's Landing**

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# FISHERMEN'S LANDING

## PROJECT TEAM

- PROJECT SPONSOR:
  Atlantic Capes Fisheries, Inc.
  www.atlanticcapes.com

- ARCHITECT & Interior Design:
  DAS Architects, Inc.
  www.dasarchitects.com

- RESTAURANT CONSULTANT:
  One Degree Hospitality
  www.onedegreehospitality.com

- HOTEL CONSULTANT:
  PKF Consulting
  www.onedegreehospitality.com

- CIVIL ENGINEERS:
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  www.dwsmith.com

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* FINANCIAL CONSULTANT
  Victor Broyan, CPA
  BCK & Associates. LLC

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WE LOOK FORWARD TO WORKING WITH YOU TO REDEVELOP AND REBRAND THE WORKING WATERFRONT OF POINT PLEASANT BEACH
A SUSTAINABLE AND COMPETITIVE ADVANTAGE FOR THE JERSEY SHORE
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## REDEVELOPING
## POINT PLEASANT BEACH'S
## WORKING WATERFRONT

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