

**EARLY NOTICE AND PUBLIC REVIEW OF A PROPOSED  
ACTIVITY IN A 100-YEAR FLOODPLAIN**

March 27, 2015

To: All Interested Agencies, Groups & Individuals

This is to give notice that the New Jersey Department of Environmental Protection (NJDEP) on behalf of the Responsible Entity, the New Jersey Department of Community Affairs (NJDCA), has determined that the following proposed actions under the Stronger New Jersey Business Loan (SBL) program are located in the 100-year floodplain, and NJDEP will be identifying and evaluating practicable alternatives to locating the actions in the floodplain and the potential impacts on the floodplain from the proposed actions, as required by Executive Order 11988, in accordance with US Department of Housing and Urban Development (HUD) regulations at 24 CFR 55.20 Subpart C Procedures for Making Determinations on Floodplain Management and Protection of Wetlands.

The SBL program provides loans to small businesses and non-profits that were impacted by Superstorm Sandy for rehabilitation and reconstruction projects to expand businesses within storm-impacted communities and contribute to economic revitalization throughout New Jersey.

Proposed SBL Project Number SBL619239: demolition of the three-story building that currently houses the Mad Hatter restaurant, sports bar, and nightclub, as well as two residential apartments located at 10 East Ocean Avenue in Sea Bright, Monmouth County. Following demolition of the current structure, the Mad Hatter will be rebuilt as a 4-story structure containing a parking area, elevator, restaurant, sports bar, stage for local bands, office, kitchen, and a large outdoor area with a banquet/private party room. The entire project area, approximately 0.1435 acres, is located within the Special Flood Hazard Area Zone AE, as shown on the Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map (FIRM) number 34025C0201F dated September 25, 2009.

There are three primary purposes for this notice. First, people who may be affected by activities in floodplains and those who have an interest in the protection of the natural environment should be given an opportunity to express their concerns and provide information about these areas. Second, an adequate public notice program can be an important public education tool. Commenters are encouraged to offer alternative methods to serve the same project purpose, and methods to minimize and mitigate impacts. The dissemination of information and request for public comment about floodplains can facilitate and enhance Federal efforts to reduce the risks associated with the occupancy and modification of these special areas. Third, as a matter of fairness, when the Federal government determines it will participate in actions taking place in floodplains, it must inform those who may be put at greater or continued risk.

Written comments received by NJDCA on or before April 13, 2015, or fifteen (15) days from the actual date of publication, whichever is later, will be considered. NJDCA encourages electronic submittal of comments at <http://www.nj.gov/dca/divisions/sandyrecovery/review/>. In the alternative, comments may be submitted on paper to: Stacy Bonnaffons, Assistant Commissioner, Sandy Recovery Division, New Jersey Department of Community Affairs, 101 South Broad Street, PO Box 800, Trenton, NJ 08625-0800. The Notice can be viewed at NJDCA during the hours of 9:00 AM to 5:00 PM. Further information can be found on the DCA web site at <http://www.nj.gov/dca/divisions/sandyrecovery/review/>.

Bob Martin, Commissioner, NJDEP