

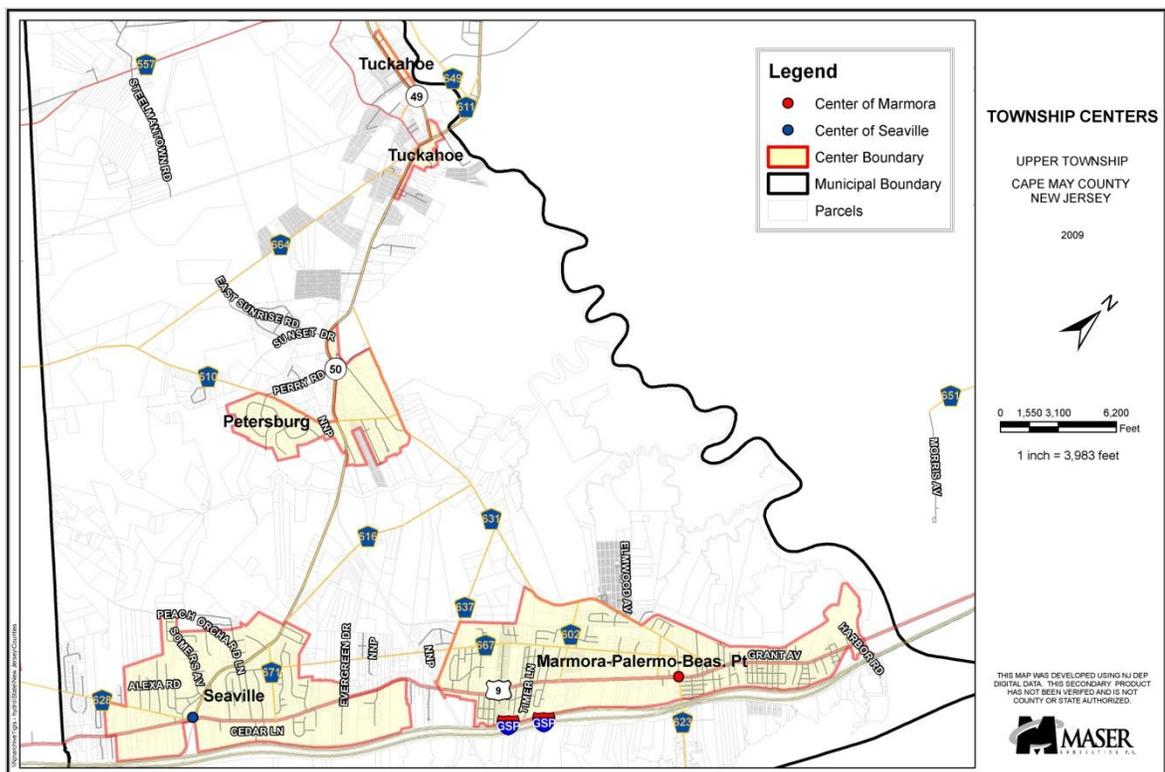
UPPER TOWNSHIP

Community Profile

Where are we?

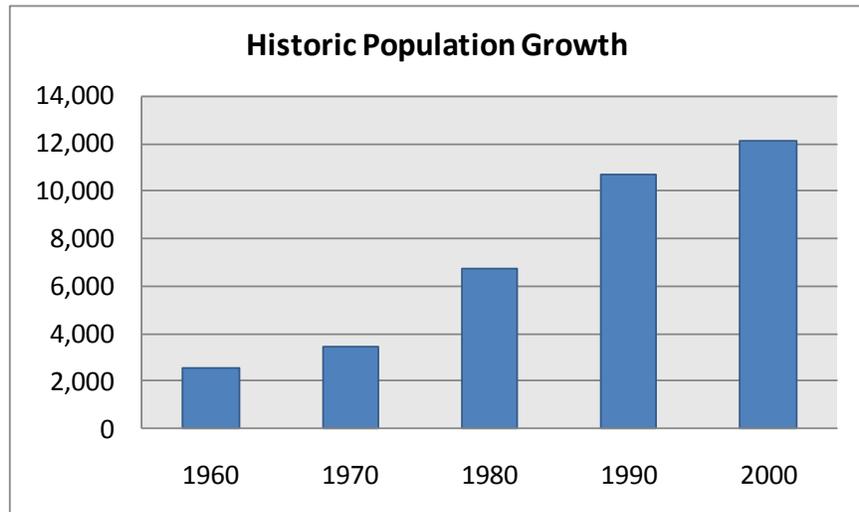
Upper Township is 68.5 square miles. Within Cape May County, Upper is bordered by Dennis Township, Woodbine Borough, Sea Isle City and Ocean City. Upper is a growing Township located along main transportation routes including the Garden State Parkway, Route 9, Route 49 and Route 50.

Upper received Plan Endorsement from the New Jersey State Planning Commission on February 21, 2007, which designated the town centers and planning area classifications. The designated centers include the **Marmora-Palermo-Beesley's Point** and **Seaville** Town Centers and the Tuckahoe and Petersburg Village Centers. Upper has defined its growth areas in centers which reflect existing growth and provide opportunities for future development.



Demographic Characteristics

Upper Township has been steadily growing since 1960, when the Township had 2,539 persons; in 2000 the population had grown to just over 12,000. The South Jersey Transportation Planning Organization (SJTPO) projects that the Township will add another 1,805 persons between 2000 and 2035.



During the 2000 Census, population by age cohort was analyzed. Upper Township largest age cohorts were 35 to 44 and 45 to 54 years, comprising 35% of Upper's entire population. School-age children consisted of 24.6% of the population. The smallest age cohort was the 85 years and older group, with only 1.1% of Upper's population.

Employment Characteristics

In 2007 Upper Township had 4,068 jobs; the SJTPO estimates that the Township will gain only 809 new jobs over the next 28 years that is an average of less than 30 new jobs per year. This estimate is quite different from the employment projections that were calculated during the Housing Element and Fair Share Plan process. Utilizing existing approved and pending non-residential development it was determined that the Township would add 720 jobs between 2008 and 2018.

In 2003 the Department of Labor and Workforce Development completed a study for employment by industry sector, which revealed that 17% of those employed within the Township worked in the retail trade. Another 15% of workers held jobs in accommodation and food services and 12% worked in construction. Wages ranged from \$16,442 for accommodation and food services employees to \$44,842 for workers in the professional and technical services industry.

Existing Land Uses

According to the 2007 tax data, Upper contained 7,307 parcels, of which, 76.1% were residential and 18.3% were vacant. The total value of these parcels equaled \$2.2 billion. Residential parcels contributed 84.8%, while commercial properties added 8.3% to the total valuation.

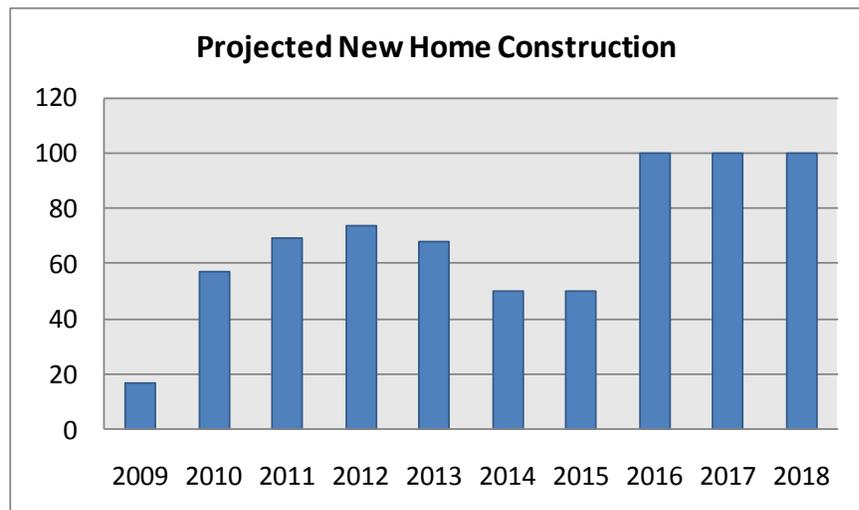
2007 LAND USE BY TAX DATA				
	Number Parcels	% of Parcels	Valuation	% of Valuation
Vacant	1,340	18.3%	\$116,926,300	5.2%
Residential	5,560	76.1%	\$1,899,588,000	84.8%
Apartment	5	0.1%	\$1,246,700	0.1%
Farm Homestead	31	0.4%	\$10,865,700	0.5%
Farm	81	1.1%	\$520,000	0.0%
Commercial	289	4.0%	\$185,939,000	8.3%
Industrial	1	0.0%	\$25,986,700	1.2%
Total	7,307	100%	\$2,241,072,400	100.0%

<http://www.state.nj.us/dca/lgs/taxes/taxmenu.shtml>

The 2006 Land Use Element noted land use by parcel data from 2005, breaking each use down by acreage. It is no surprise that the data shows 46.4% or 20,353 acres of the Township as public property, mostly owned by the State. Vacant lands made up 16.7% of the Township’s acreage, followed by residential with 14.3% or 6,271 acres. Commercial land uses were only 1,394 or 3.2% of the Township’s total acreage.

Projected Growth

Residential growth over the last ten years has built more than 650 housing units within the Township and another 692 new homes are estimated to occur between 2008 and 2018. Additionally, over 400,000 square feet of office, retail and storage space is expected to be built during the next ten years.

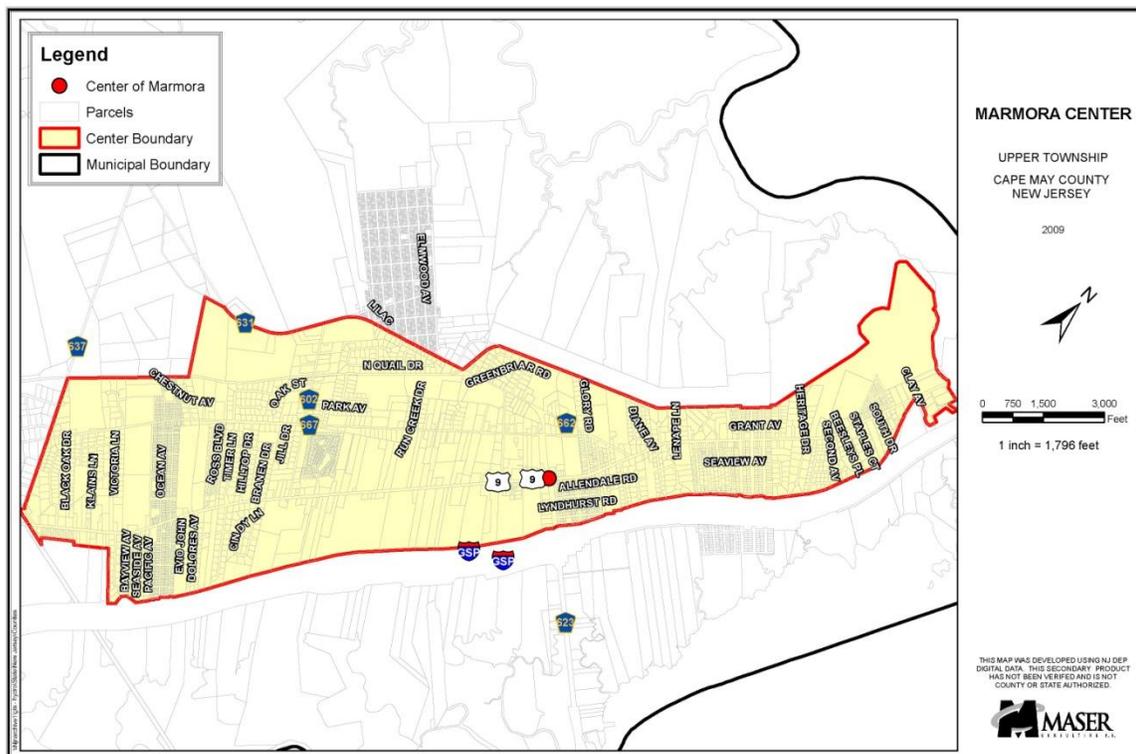


Future Land Use Plan

The 2006 Land Use Plan listed four goals for future development. The first was to guide mixed-use development and redevelopment into the Centers. Secondly, preserve the Township's existing natural resources which contribute both to the positive image and overall strength of the Township. Next, Upper should assure decent homes to all present and future residents of the Township without regard to the economic status by providing for a full range of housing choices for all household income levels. Finally, new development should provide diversity and strength to the local tax base.

Marmora Center

The Marmora Center totals 2,118 acres or 3.4 square miles in area. Currently there are about 3,500 persons living within the boundaries of the Center. Marmora has three distinct areas, linked by Route 9 north to south. The Garden State Parkway forms the eastern edge of this Center. The northern end of the Center is Beesley's Point, which includes a Generating Facility, a highly visible element of the landscape as one travels south on the GSP over the Great Egg Harbor River. There is a municipal beach and boat launch at this northern terminus. The Tuckahoe Inn, a historic building now serving as a restaurant and the Beesley's Point Seadoo represent the few commercial uses at this northern end of the Township.





Marmora is centered at the Route 9 and Route 623 intersection. There are a public primary school and elementary school in Marmora north of Route 623, recreational facilities, a Fire Station plus other quasi-public institutions including houses of worship. Along Route 623 and southward, there is a mixed of retail commercial and office/service uses including a large Verizon office facility and a number of auto dealerships on either side of the corridor, together with banks, a new Super Wawa, gas stations, medical and business offices,

the Marmora Post Office and other uses. Most of the retail facilities are small one-story buildings. There are three private campgrounds and the Pine Hill Mobile Home Park located within the Center; all have access to Route 9.

Palermo is the third distinct area of this Center, located at the southern end and is primarily residential development.

Marmora area of the larger center is the core of this portion of the Township and one of the two focus areas for our study. The Marmora Town Center has opportunities for infill development. The area at the Route 623/Route 9 intersection in Marmora is the future 'core' of this Center. Currently within the core are retail, restaurants, light industrial/storage uses, car dealerships, two motels, gas stations, and civic uses. The recent closure of the car dealerships at Marmora provides a potential opportunity for private redevelopment on three key properties at the Tuckahoe Road and Route 9 intersection. There are other vacant lands and underutilized properties that may likewise be privately redeveloped with the designation of this Center.



This area is not currently conducive to pedestrian activity and is not a 'walkable' Center. There are limited sidewalk sections in the Center; an overall pedestrian sidewalk plan is needed. There are no integrated design elements that visually coordinate the diverse buildings in the Center. Signage for most uses is of excessive size and is auto-oriented. Most of the development is in scale and setback from the roads with parking in front. There are limited or no interconnections between uses and most are directly accessed via Route 9. Changes in land use, circulation, area and bulk standards and design standards are needed to create a Center that will meet the Township's goals.

Seaville Center

The Seaville Center totals 1,800 acres or 2.9 square miles in area. Currently there are about 3,300 persons living within the boundaries of the Center. The Seaville Town Center is centered at the Route 50 and Route 9 intersection, which is the focus of the study. Exit 20 of the GSP provides only southbound exit and entrance ramps to the Parkway at this point. The Center is focused along the Route 9 corridor with commercial development west from Route 9 along Route 50. There is shopping center north of the Route 50 with an Acme supermarket and other retail commercial/service uses. Residential neighborhoods are on either side of Route 9. There are some commercial lots that have older structures that are underutilized for the area and will eventually be privately redeveloped. There are two campgrounds and three mobile home parks within the Center.



At the core of the Seaville Town Center there are lands within this area which are vacant or marginally developed. It is expected that properties will be privately redeveloped and likely lots combined to create suitable development opportunities. The Seaville Fire Company is a civic anchor along Route 50 in the Center.

