



**Ortley Beach Voters & Taxpayers Association Inc.
P.O. Box 223, Lavallette, NJ 08735
OrtleyBeach.org**

2019 Strategic Plan for Ortley Beach

OBVTA has previously developed and published a set of objectives and action items for consideration by the Township of Toms River, Ocean County and the State of New Jersey, based on the solicited concerns and recommendations of its membership. These objectives have now been updated with input from the Board of Directors.

As superstorm Sandy reconstruction activities are implemented, and the community of Ortley Beach continues to evolve, the Board of Directors has now updated that list of objectives and action items. OBVTA and its directors stand ready to assist and guide our elected officials and government entities as they continue their efforts to rebuild Ortley and improve the community's quality of life. Below is our list of objectives and recommended action items.

Objectives for Ortley Beach Beautification-Revitalization Project include:

1. Enhance recreational and parkland areas of Ortley Beach:

- Install additional seating along the boardwalk and beach, emphasizing aesthetics and consistency. Improve the lighting on the boardwalk
- Increase views of the bay with benches and landscape improvements
- Provide bay access via kayak or boat ramp
- Create passive open park space on a portion of the OCUA Property
- Install bocce courts or pickle ball at a recreational site
- Create "Vest Pocket Parks"
- Apply for and use Blue/Green Acres and Open Space Funding sources for property acquisition

2. Enhance the Business District and Gateways to Ortley Beach along Rte 35 and Bay Blvd:

- Encourage developers to include retail businesses and restaurants on Rte 35 north consistent within the new mixed use zoning area
- Work with Toms River Township to identify and create additional parking to serve the beach and businesses on Rte 35 north
- Change street lights to lamplights in all areas of Ortley, especially Rte 35 north and Ocean Ave.
- Place attractive welcome signs at the North and South entrances to Ortley Beach
- Locate planters consistently and evenly along route 35 N&S
- Encourage business owners to enhance their facades with a common look
- Install brick pavers adjacent to sidewalks along route 35 north.
- Enhance route 35 north with trees, shrubs, stone and landscape. Continually maintain area
- Provide attractive refuse containers along Route 35, Bay Blvd., Ocean Ave and Bayside Park
- Maintain property and grass areas along Rte 35 south

3. **Continue open communications and a spirit of cooperation between the residents of Ortley Beach and the Township Council and Mayor**
 - Encourage a resident to run for Council to improve representation for Ortley Beach.
 - Maintain the OBVTA website as a source for community information.
 - Establish and maintain an OBVTA Facebook page and Instagram account to increase communication to our members and residents.

4. **Provide for an attractive and welcoming environment in Ortley Beach**
 - Encourage all rebuilding and new construction to comply with the new zoning and building codes, including only 2 ½ story single family residences west of Rte 35.
 - Complete and maintain existing sidewalks. Complete or establish dedicated pedestrian walkways to enable easy movement around town on foot or by bicycle. Add bicycle racks at various beach locations and along Rte 35 north
 - Apply a consistent look/theme throughout Ortley Beach (Dolphin Theme)
 - Add greenery to streetscape, with salt tolerant trees, bushes and plantings
 - Add planters along roadways
 - Install pavers at selected crosswalks

5. **Ensure effective maintenance of the beach and environs**
 - Ensure that Toms River meet or exceed US ACE requirements for beach and dune maintenance.
 - Establish a committee of OBVTA Members to monitor the beach and parking lots
 - Maintain natural environment at beach; avoid unnecessary poles and wiring, i.e. loudspeakers along boardwalk and dune signs, etc.
 - Develop a plan to improve the maintenance of route 35 South

6. **Provide for a community meeting location in Ortley Beach**
 - Continue to work with Toms River to replace the Ortley Beach First Aid Building
 - Provide a facility for community meetings and social events

7. **Implement an effective street and sewer cleaning plan**
 - Publish schedules of routine garbage pickup, street sweeping and drain cleaning

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