

May 2018

The OBVTA Streetscape Committee has reviewed what we learned about street lighting and streetscapes on our trip to Atlantic City. We have also looked carefully at RT 35 north and the board walk in Ortley Beach as well as ridden along RT 35 North from Seaside Heights through Lavallette so we could get a feel for what the surrounding towns' lights and streetscapes look like.

Listed here are our wishes

We feel that both Seaside Heights and Lavallette have a similar look with black metal traditional type lighting with banner hangers, uniform benches, decorative garbage cans and trees planted along the road. We think that it would be advantageous to have a uniform look through the 3 towns. Included in this report are example photos from Seaside Heights and Lavallette, so you can see their theme. While their lighting, benches and trees are not identical to each other they do have a similar look. We do not want to copy their exact lights, benches and trees etc., we do want to keep with their theme. (Photo of Seaside Heights, Photo of Lavallette)



Ideally we would want this to be done along the entire length of Ortley on both sides of RT 35 North. However, if that is not financially possible at this time we would request that it be done along our business district between 8th Ave and 3rd Ave. with the idea that it could be expanded the entire length of Ortley when more money becomes available. We are hoping that Toms River will consider funding additional improvements.

We do not want lights that hang on wooden telephone poles and will not consider that option. There is already cobra type lighting hung by JCP&L which is necessary to light the roadway and should be kept in place. The lighting we are requesting would be on shorter decorative power coated black aluminum poles with the purpose of making the main street of Ortley more attractive.

It would be wonderful if we could ask JCP&L to relocate all their wiring underground and do away with all wooden poles along RT 35 as suggested. We, however, realize that this would be a very large project and would probably not be done in time for us to keep with the deadline for the grant that we now have available. We request that underground wiring be considered but we do not want our project to be held up waiting for this to happen. If underground wiring is totally out of consideration in the long term, then we would like to see a requirement that JCP&L straighten all existing poles to be within a certain tolerance of vertical.

We would like to see the sidewalk and adjacent land strip improved with trees and pavers. NJDOT did plant some trees along RT 35 North when they rebuilt the road, but they are only planted on some sections of road and are not well maintained. The original NJ DOT plans for Rte 35 north included trees

that were never planted. These, and more, should be added. We would like to see trees planted along the road in a uniform, consistent manner with pavers or rocks covering the land strip around the trees. It would require a commitment from Toms River to maintain these trees, and the area around the trees, to keep it free from weeds and trash. We would like to see a plan for where they could be located so that it would look uniform and planned rather than random and messy.



We would like to have attractive garbage cans and uniform benches placed in several locations along the road. We realize that this may be somewhat of a problem because the sidewalk and land strip area is not very wide in some areas, so we would need you to evaluate this to see where they could be placed. We would need a commitment from Toms River to routinely empty the trash cans because this could easily become an unsightly over filled mess.

Our requests along RT 35 North

-Black power coated aluminum (or other non-rusting material) decorative poles with lights keeping in the theme used in Lavallette and Seaside Heights. The light poles should also include bars to hang banners or other decorative. These lights should be evenly spaced on both sides of RT 35 North. Here is a picture of something that is attractive but we aren't sure if the light would hang too far into the street and if we can get two lights on each pole. We don't want the lights to be too high, we would want them to be lower than the utility lights similar to what Lavallette has done.



-Trees evenly spaced along the road in the land strip between the sidewalk and street with the rest of that area covered with pavers or stone. In the areas where there is concrete between the sidewalk and street the concrete could be cut to put in the trees.

-Permanently anchored wooden decorative trash and recycle cans

-Uniform attractive Benches

We would also like to see improvements for our boardwalk area.

We would like the gazebos seating areas that were previously located at 3rd Ave and Fielder Ave. rebuilt. Ideally the gazebos could be elevated just enough that people could see over the dunes. Ramps would

need to be provided along the side, or front, to provide access. Since the existing structure already exists, building them elevated should not be hugely difficult. In any case, the gazebos were greatly used by families and the elderly who really need the shade and a place to sit. Lavallette has several of these seating areas along their boardwalk that are used by many people even though they cannot see the beach and ocean. People do enjoy people watching and taking a shaded rest when going for a walk. We realized that people sitting in these areas will no longer be able to see the beach because of the new dunes but we feel they will still be greatly utilized. Lavallette has several of these seating areas along their boardwalk that are used by many people even though they cannot see the beach and ocean. People do enjoy people watching and taking a shaded rest when going for a walk.

Install beach mats on the beach at each of the handicapped entrance locations.

Replace the lighting we now have located on utility poles with either lighting similar to what we have requested on RT 35 or the very attractive silver aluminum pole tri level changing lights we saw along the boardwalk in Atlantic City. (photo included)



Add electrical power outlets in the gazebos and in several places along the boardwalk. These would be hugely helpful when we wish to hold events on the boardwalk, whether it be Beachjam, a beach movie, or a Toms River press conference. Outlets could be provided high inside the gazebos to keep them out of the weather.

If electrical power is added, Toms River should ask Verizon or Optimum to provide free open WiFi, or arrange an agreement. Many beaches now provide WiFi access on the beach and it is becoming the new standard.

Wooden decorative arbors (similar to this picture from Atlantic City) located at the top of the stairs at 3rd Ave and Fielder Ave. (photo included)



Decorative wooden permanent trash and recycle cans at every boardwalk entrance. We know that there are some cans already on our boardwalk but we would like them to be uniform and placed at every entrance.

Decorative benches that are uniform to each other placed evenly all along the boardwalk, there are some there now, but more are needed. They should have the availability to have a small plaque attached that residents could use to pay to have the bench dedicated to a loved one. (all benches should be purchased and installed at the same time with the dedication added later as requested)

Removal of chain link fence on east side of board walk.

Trees planted all along the perimeter of the 3rd Ave parking lot.

Ortley Beach Signage and Gateways:

We would like to see the “Welcome to Toms River Beaches” and “Thank You for Visiting” red signs be removed. We were told 5 years ago that these were temporary. Instead, we recommend new signs, or gateway elements that reinforce the Ortley Beach identity. Ideas for this approach were included in the Ortley Beach Neighborhood Plan prepared by Toms River in February 2016.

Nearly all of the recommendations above included in the existing Ortley Beach Neighborhood Plan, February, 2016, and we would like to see many of those great ideas brought to fruition. Why re-invent the wheel?

If you have any questions or need clarification about what we have written please contact us. We would love to meet with you to discuss these requests. Joan Strathern will be our contact person. 609 731 5790
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