

Traffic Engineering, Transportation Planning & Design

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February 25, 2022

Pierson Pleasantville, LLC
c/o Mr. Brian J. Murphy
MV Engineering, LLC
P.O. Box 484
Cape May Court House, NJ 08210

(via email: b.murphy@mvengllc.com)

Re: **Visual Impact Assessment**
Proposed R.E. Pierson Concrete Plant
Dennis Township, Cape May County, NJ
SA Project No. 22016

Dear Brian:

In response to your request, Shropshire Associates, LLC has prepared a Visual Impact Assessment to support the Dennis Township application for the proposed R.E. Pierson Materials concrete plant facility located along westbound Woodbine Ocean View Road (CR 550) in Dennis Township, Cape May County, New Jersey. The purpose of this assessment is to evaluate potential visual impacts of the proposed concrete facility on affected public as compared to existing conditions and visual characteristics in the vicinity of the site. The publication Visual Impact Assessment for Highway Projects by the Federal Highway Administration (FHWA) outlines the major components of the visual impact assessment process. The components that define existing conditions are establishing the visual environment of the project, assessing the visual resources of the project area, and identifying viewer response to the visual resources. After baseline conditions are established, the resource change introduced by the proposed concrete facility will determine the degree of visual impact.

Site Characteristics

The proposed site (Figure 1A) is located along westbound Woodbine Ocean View Road, just west of its intersection with Corsons Tavern Road in Dennis Township, Cape May County, New Jersey. Per the Dennis Township Zoning Map, the site is within the Business zoning district. As stated in the Township Code, the "purpose of the Business District is to provide locations within the township where business industrial complexes may be developed" (§ 185-25). The site currently contains an existing sand mining plant with several material storage and office buildings, conveyors and processing equipment.

With respect to visual character, the potential impact of the project is the physical height of the concrete facility as compared to the surrounding environment. Per the Site Plan prepared by MV Engineering, the height of the proposed concrete plant is between 50-60 feet. A comparable concrete facility is located along Sherman Avenue in the City of Vineland (Figure 2A) and is included for reference. The proposed concrete facility will be setback from Woodbine Ocean View Road by approximately 450-feet. Note that the comparable concrete facility is setback from Sherman Avenue approximately 200-feet, or less than half the proposed setback from Woodbine Ocean View Road.



Visual Environment

The existing visual character in the vicinity of the site is rural and industrial. To the west of the site are existing industrial uses, including a diesel and heavy truck repair shop, marine hydraulic services, and other industrial uses. To the east of the site are large electrical substations that include large transmission towers. Within 3-miles of the site are other sand mining operations, an asphalt facility, and the Woodbine Municipal Airport. The site is largely surrounded by forested areas. The structures along Woodbine Ocean View Road in the vicinity of the site are primarily warehouses with industrial uses. Traveling at prevailing speed east or west along the roadway, viewers are presented with wooded scenery and generally level terrain (Figure 1B). The industrial uses along the roadway are somewhat screened by trees and are setback from the roadway. The visual character of the proposed concrete facility would be consistent with existing visual characteristics when viewed from the roadway, and the visual character and quality of the existing roadway corridor will not be substantially altered by the proposed concrete facility. The existing screen of trees and woods on-site will remain in the proposed condition.

Viewer Response

The potential viewer of the proposed concrete facility are adjacent roadway motorists. As previously described, the site is surrounded by forested areas and other industrial uses. Woodbine Ocean View Road is a two-lane undivided roadway that is under the jurisdiction of Cape May County and is classified as an Urban Major Collector. Woodbine Ocean View Road has an approximate cartway width of 40', consisting of 13' travel lanes and 7' shoulders in each direction. The roadway has a posted speed limit of 50 MPH in the vicinity of the site. In general, traffic along the roadway consists of local traffic, traffic associated with various industrial uses, and as an alternative seasonal route to nearby shore locations.

The Traffic Engineering Assessment, dated November 1, 2021, indicates that the existing traffic volumes in front of the site are generally light during the AM and PM peak hours, with less than 300 total vehicles travelling eastbound and westbound during a peak hour. The viewer exposure, therefore, would be minimal when assessed by measuring the number of viewers exposed to the proposed concrete facility. The duration of view, likewise, would be minimal as the posted speed limit in front of the site is 50 MPH. Given that the adjacent roadway, and viewer, is screened by trees from the site to the east and west, the duration of exposure in passing the 445-foot site frontage at speed is a fraction of a second. Similarly, the position of the viewer on the adjacent roadway with respect to the proposed concrete facility is favorable to limit visual exposure. The proposed concrete facility will be setback approximately 450-feet from the roadway, and will be screened by trees to the east, west, and along the roadway frontage. In addition, the existing structures on site will provide further screening from viewers on the roadway. For reference, the comparable facility, with a setback of approximately 200-feet from the roadway (less than half that proposed) does not dominate the visual landscape when viewed from the west through minimal screening (Figure 2B).

With respect to viewer sensitivity to the proposed concrete facility, the existing wooded corridor of the roadway will remain, and the proposed use is consistent with the zoning and industrial nature of the surrounding properties. Overall, it is anticipated that viewer response to the proposed use will be minimal.



Visual Impact

Changes to the visual environment as a result of the proposed concrete facility are minimal as the existing site is industrial in nature, the surrounding uses are industrial, and the setback of the proposed facility is great enough to minimize viewer exposure from the adjacent roadway. As such, viewer response is anticipated to be minimal. Per the Township Code, 200-foot setbacks and screening requirements are required for scenic corridors in the Pinelands Village (PV) and Pinelands Forest (PF8 and PF25) zoning districts (§ 185-60). While the proposed use is within the Business district zone, the setback of the proposed concrete facility is more than double this setback requirement. Also, the proposed facility is not within 1000-feet of any portion of West Creek within the Pinelands Area as specified in the above-referenced portion of the Township Code. The proposed concrete facility is largely compatible with the purpose of the Business District (§ 185-25) from a visual impact perspective. As no tree removal is proposed (the facility will be constructed on existing cleared land on-site), the proposed use is anticipated to comply with the intent and purpose of the Township Code with respect to clearing of vegetation and landscaping (§ 185-54). Due to existing screening of trees, and the visual character of the surrounding area, no further mitigation with respect to visual impact is recommended.

Conclusion

The visual character of the area in the vicinity of the site will remain wooded with industrial uses from the perspective of viewers, and no significant visual impacts associated with the proposed concrete facility will occur. Due to screening provided by the existing wooded areas as well as the industrial character of the surrounding sites, no further mitigation with respect to visual impact is recommended.

Should you have any questions or require additional information, please feel free to contact us.

Sincerely,
Shropshire Associates LLC

A handwritten signature in black ink, appearing to read 'Randal C. Baranger', written over the printed name.

Randal C. Baranger, P.E.
Professional Engineer
N.J. License No. 48383
RCB/jab
Attachments

Shropshire Associates LLC

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FIGURE 1A - PROPOSED SITE
SITE LOCATION MAP



R.E. PIERSON MATERIALS
384 WOODBINE OCEAN VIEW ROAD
OCEAN VIEW, NJ

Shropshire Associates LLC

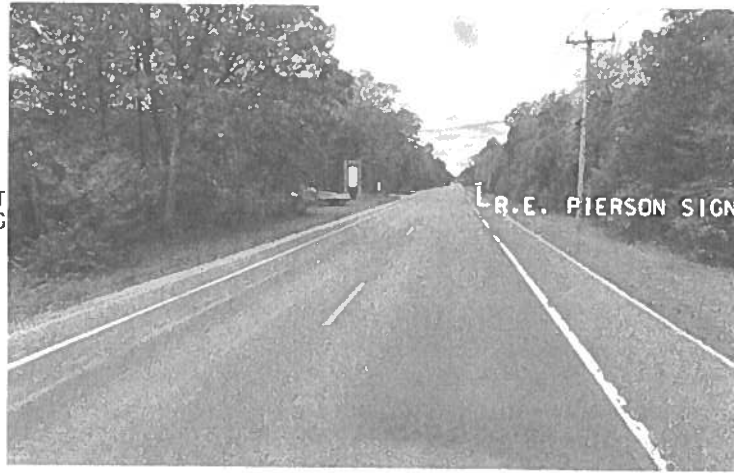
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FIGURE 1B - PROPOSED SITE VIEWER PERSPECTIVES

APPROXIMATELY 500-FEET
WEST OF SITE - LOOKING
EAST ALONG WOODBINE
OCEANVIEW ROAD



APPROXIMATELY 500-FEET
EAST OF SITE - LOOKING
WEST ALONG WOODBINE
OCEANVIEW ROAD



IN FRONT OF SITE FROM
WOODBINE OCEANVIEW ROAD



R.E. PIERSON MATERIALS
384 WOODBINE OCEAN VIEW ROAD
OCEAN VIEW, NJ

Shropshire Associates LLC

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FIGURE 2A - EXISTING SITE
SITE LOCATION MAP



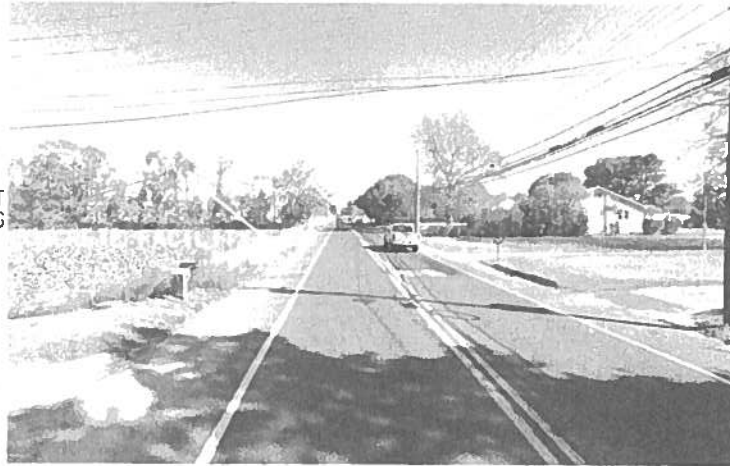
R.E. PIERSON MATERIALS
184 W. SHERMAN AVENUE
VINELAND, NJ

Shropshire Associates LLC

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FIGURE 2B - COMPARABLE SITE VIEWER PERSPECTIVES

APPROXIMATELY 500- FEET
WEST OF SITE - LOOKING
EAST ALONG SHERMAN
AVENUE



APPROXIMATELY 500- FEET
EAST OF SITE - LOOKING
WEST ALONG SHERMAN
AVENUE



IN FRONT OF SITE FROM
SHERMAN AVENUE



R.E. PIERSON MATERIALS
184 W. SHERMAN AVENUE
VINELAND, NJ