TOWN WATCH / TOWN PRIDE

A Path to Greater Town Pride - Managing Summer Noise

TWTP believes our city is improving not only in our ability to handle noise problems, but also in our general town pride. Recent developments have improved our image as a family town with maritime traditions. However, we can take this to an even higher level by managing summer noise issues from a broader perspective. Specifically, we need to begin to evaluate all community actions in light of their influence on Sea Isle's external image and internal environment.

What's an external image? A working definition is that external image is how visitors envision a community before they even arrive. It is closely related to attractions like our beach, promenade and bays, but also includes the fun, comfort and security feeling that visitors expect from a trip to the shore. They begin to form this image of Sea Isle early and from afar. For example, it happens when they read our great tourism brochures or when they listen to radio broadcasts about Sea Isle "Shore Whores". Our image is certainly a prime determinate of just who visits us.

Well, then what's internal environment? This best be described as the subtle and not so subtle perceptions, we all get when visiting a new place. It's the unconscious evaluation we make on whether our surroundings are more akin to the Sistine Chapel, Bourbon Street or something in between. This evaluation begins from one's bridge view of the ocean, Funland, playground and basketball courts but is reconsidered if one sees trash on the streets or drinking on the beaches. Importantly, the evaluation for the "rules of the game" affects attitudes on how to act while visiting.

So our external image and internal environment have a lot to do with the potential for our overall level of summer noise. If we can focus with greater intensity on a family, maritime community image and environment, then overall noise levels should continue to diminish.

This broader approach augments our ongoing efforts to control specific animal house behavior, which can be a result of our image/environment. Indeed, we believe that even perfect procedures and controls on animal houses cannot achieve all our goals unless the underlying conditions encouraging noisy behavior are addressed up-front.

The following lists come from a group discussion but are not meant to be exhaustive, and we are sure you will immediately think of other influences. However, this is an attempt to flesh out by examples, just how we have affected our image, environment and controls in the past. Hopefully this can get us all thinking in the future as we take actions both as individuals and as a community.

We welcome your comments. Please contact us via email at xtobo@aol.com, write PO Box 17 or call 263-2333.

	Positive Influences	Negative Influences
External Image Are we marketing ourselves properly to our intended target visitors?	☺ Gillian's Funland ☺ Tourism Brochure ☺ Recreation Programs ☺ Dealy Field ☺ Shoulder Season Events ☺ Sidewalk Dining	☹ Deaths, Fights, Baseball Bats ☹ Promos for Kegs & Eggs, Shore Whores, Beach Bums Shore Tour ☹ Reputation for all day drinking ☹ Missed opportunities to publicize our successes
Internal Environment Does our City Environment invite unruly behavior from our visitors?	☺ New form of government ☺ New Police enforcement attitude ☺ Five year planning ☺ View coming over our Bridge ☺ Clean Streets ☺ Well maintained properties ☺ Farmers Market ☺ Special community events ☺ Tree plantings ☺ TI park renovations ☺ Holiday lighting of trees	☹ All day drinking activities both public & private ☹ Excessive Beer & liquor signs ☹ Drinking on Beach ☹ Parking chaos ☹ Parking in wrong direction ☹ Promenade Biking after hours ☹ Restroom cleanliness ☹ Hardware store situation ☹ Overcrowding of rental properties ☹ Garbage cans left out unnecessarily
Animal House Controls Do our current processes control animal house behavior?	☺ TWTP meetings & involvement ☺ Supportive Police Attitudes ☺ Supportive prosecutorial attitude ☺ Sufficient local ordinances and state statutes ☺ Active community citizens and neighbors	☹ Neighbors that do not call Police ☹ Police adherence to 150'/10mins rule ☹ No noise fines for landlords ☹ Rental Permit contacts missing and/or not publicized ☹ Neighbors do not see calls/arrests numbers by location

Animal House → Neighbors talk to Tenants (optional)
Animal House → Neighbors call Police
Neighbors call Police → Neighbors call Owners (optional)
Neighbors call Police → Police Warnings (optional)
Police Warnings (optional) → Police Ticketing
Police Ticketing → Bond Hearings