



ASBURY PARK MAIN STREET REDEVELOPMENT PLAN

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1. INTRODUCTION

Main Street serves many important functions for Asbury Park residents and visitors. It is a gateway into the City and the waterfront, a transportation hub, a focal point for government and civic activity, and a neighborhood shopping district. Geographically, Main Street runs through the approximate center of Asbury Park. It represents the spine of the City—a spine that hosts several nodes of activity and a spine from which people make decisions about how to spend their time in Asbury Park.

The revitalization of Main Street is a critical piece of the overall effort to revitalize the City of Asbury Park. With redevelopment plans in place for Springwood Avenue, the Central Business District, and the Waterfront, the Main Street area is one of the last major sections of the City to undergo a comprehensive planning process.

The planning process that led to the creation of this Main Street Redevelopment Plan was an opportunity to think strategically about how the development, use, design, and siting of buildings and landscape elements on and along Main Street—in addition to the design of the roadway itself—can enhance Asbury Park’s sense of place, complement efforts to redevelop the waterfront and other areas of town, provide a more memorable and informative experience for visitors, attract additional investment, add more amenities for residents, and enhance civic life.

This redevelopment plan manifests the City’s visions and aspirations for the future of this important section of Asbury Park. It presents specific land use and design parameters for development activity within the Main Street Redevelopment Area and broad guidance on investments in the public infrastructure of the redevelopment area.

Investment from both public and private property-owners will be required to achieve the visions and aspirations for the Main Street Redevelopment Area. Together, this investment will raise confidence in the economic potential of the area, thereby encouraging further investment by both existing private property-owners and redevelopers that will be contracted to implement parts of this plan.

Statutory Requirements

This redevelopment plan been prepared under the direction of the City of Asbury Park Department of Planning and Redevelopment in cooperation with the City of Asbury Park Planning Board in accordance with section 7 of the Local Redevelopment and Housing Law, which provides that “no redevelopment project shall be undertaken or carried out except in accordance with a redevelopment plan adopted by ordinance of the municipal governing body.”

Pursuant to the Local Redevelopment and Housing Law, N.J.S.A. 40:12A-7, the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;
2. Proposed land uses and building requirements in the area;
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market;
4. An identification of any property within the Redevelopment Area which is proposed to be acquired in accordance with the Redevelopment Plan;
5. Any significant relationship of the Redevelopment Plan to:
 - a. The Master Plans of contiguous municipalities;
 - b. The Master Plan of the County in which the municipality is located; and
 - c. The State Development and Redevelopment Plan adopted pursuant to

the “State Planning Act” PL 1985, C398 (C52:18A-196 et al.)

The Main Street Redevelopment Plan has been designed to meet these requirements as described in the following sections.

Background

The Asbury Park City Council authorized the Planning Board to conduct a preliminary investigation of Main Street, Asbury Park in September of 2003. The Main Street Redevelopment Study was prepared by Heyer Gruel & Associates, the Planning Board’s professional planning consultant. The investigation concluded that the Main Street Study Area meets the criteria necessary in order to be declared a redevelopment area.

The City Council reviewed the Planning Board’s recommendations starting on March 17, 2004. The City Council concurred with the Planning Board’s findings that the properties identified in the study met the statutory criteria necessary to be declared an Area in Need of Redevelopment. However, the Council also found that certain properties within the study area contain exclusively residential structures (no commercial uses in the structures). The City Council determined that these exclusively residential properties should be removed from consideration as part of a Main Street Redevelopment Area as Main Street is primarily commercial in nature, that the exclusively residential properties identified in the study do not have an adverse effect on the Main Street corridor, and that their exclusion from the Main Street Redevelopment Area would not jeopardize the effective redevelopment of the Main Street corridor.

On April 7, 2004, the City Council adopted a Resolution declaring the Main Street Study Area an Area in Need of Redevelopment, minus the exclusively residential properties. The City Council also directed the City Redevelopment Director along with other appropriate City staff to prepare a redevelopment plan for the Main Street Redevelopment Area. The City hired the firms of Urban Partners, Brown & Keener, and Charles Carmalt Transportation Planner to undertake the redevelopment planning process.

Statement of Purpose & Policies

The purpose of the Redevelopment plan is to serve as the principal tool to guide the revitalization of the Main Street Redevelopment Area. Successful implementation will require outreach to commercial property-owners along with the sensitive use of redevelopment powers and financial incentives by the City to facilitate site-specific redevelopment projects. Present owners of property in the Main Street Redevelopment Area will be encouraged to participate in the redevelopment process through the redevelopment or rehabilitation of their properties in accordance with the land uses, building, and design requirements of this plan. Incentives to participate may include long- or short-term property tax abatements or payments in lieu of taxes.

2. DESCRIPTION OF REDEVELOPMENT AREA

The Redevelopment Study Area was determined to be the entire length of Main Street in the City from the Borough of Allenhurst on the north end to Neptune Township on the south end. On the east side, the Redevelopment Study Area included all properties fronting Main Street to the rear property line. On the west side, the Study Area extended to the railroad tracks. The City excluded all residential properties from the Redevelopment Area.

The Main Street Redevelopment Area is entirely within the Asbury Park CAFRA Urban Center, a coastal metropolitan planning area, and virtually all of this area has been designated an Urban Enterprise Zone.

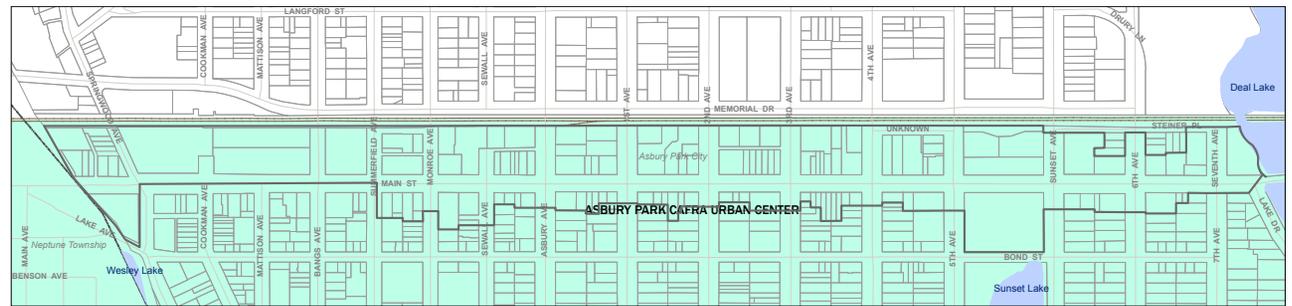
Before the passage of this Redevelopment Plan, approximately 90 percent of the Main Street Redevelopment Area fell under the B2 - Main Street Retail Sales and Service zoning district. The remaining fell under the LI or P1 zoning districts.



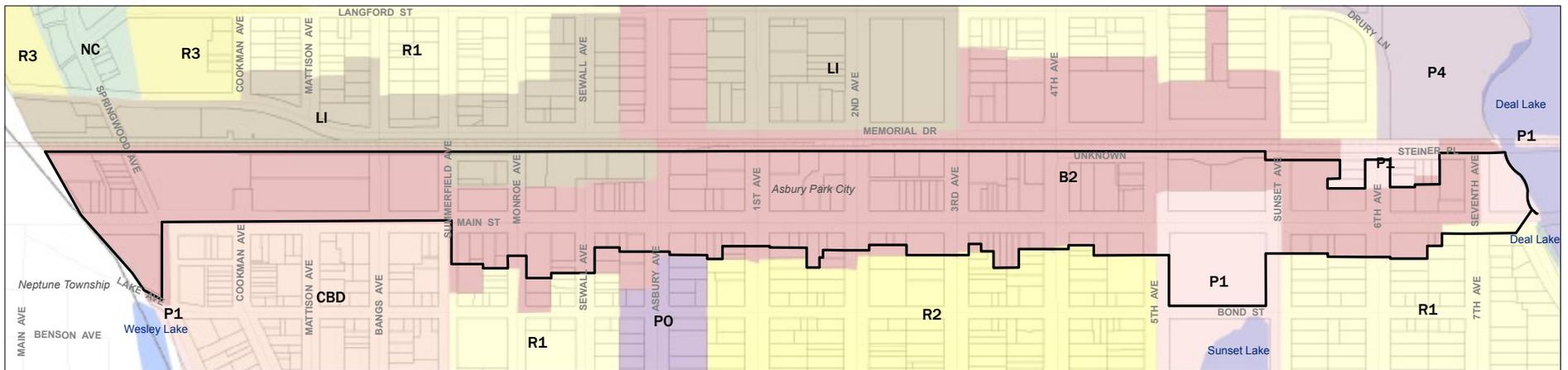
ASBURY PARK MAIN STREET REDEVELOPMENT PLAN
Redevelopment Area



ASBURY PARK MAIN STREET REDEVELOPMENT PLAN
Urban Enterprise Zone (UEZ) + Main Street Redevelopment Area



ASBURY PARK MAIN STREET REDEVELOPMENT PLAN
CAFRA Area + Main Street Redevelopment Area



ASBURY PARK MAIN STREET REDEVELOPMENT PLAN
Existing Zoning + Main Street Redevelopment Area



Character Districts

This Redevelopment Plan views the Main Street Redevelopment Area as a series of five character districts—areas that share similar characteristics and/or roles due to their location, built form, land uses, and/or other elements.

Civic Core / South Gateway

This section of the Redevelopment Area contains the Municipal Building, Transportation Center, Post Office, and a number of businesses. It is also the south entrance into Asbury Park. The buildings in this section of Main Street are primarily two to three stories tall.

Community Shopping Zone

This section of the Redevelopment Area is home to many one- to two-story buildings that contain stores and other businesses that primarily serve the local community.

Asbury Avenue Gateway

This section of the Redevelopment Area, which consists of properties that line Asbury Avenue as well as the properties located at the corners of Asbury Avenue and Main Street, is one of the principal entries into Asbury Park.

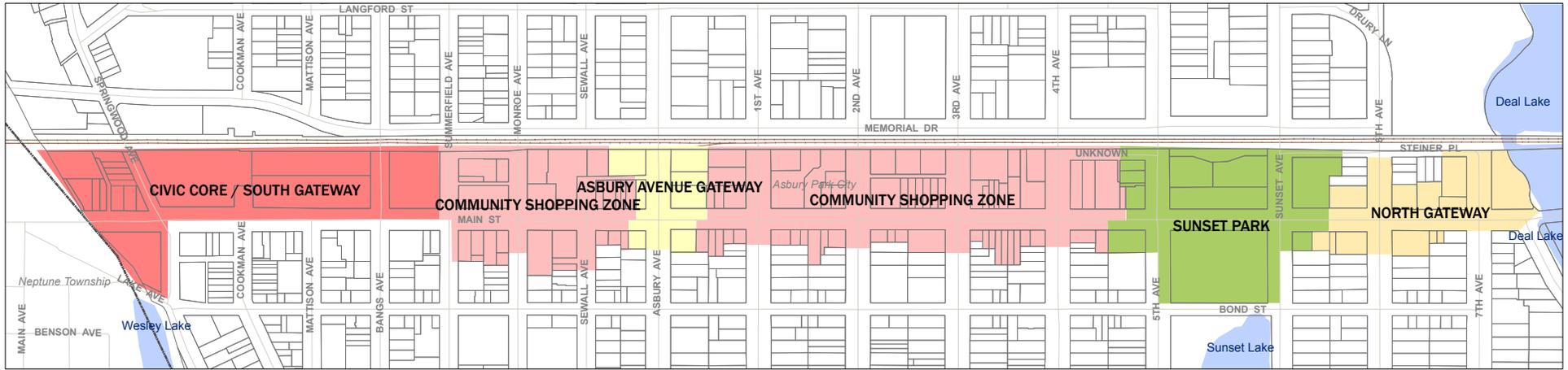
Sunset Park

This section of the Redevelopment Area contains a portion of Sunset Park. Also included in this district are the properties adjacent to the park at the corners of Main Street and the properties along 5th Avenue and Sunset Avenue that face the park.

North Gateway

This section of the Redevelopment Area is the north entry into Asbury Park and the most suburban in character. It includes residential buildings and several fast food establishments and convenience stores, each with its own surface parking lot.





ASBURY PARK MAIN STREET REDEVELOPMENT PLAN
Character Districts within the Main Street Redevelopment Area



Sidewalk View of North Gateway



Sidewalk View of Community Shopping Zone

3. REDEVELOPMENT GOALS & OBJECTIVES

The City set forth a series of general goals for the Main Street Redevelopment Plan.

Overall Vision, Goals & Objectives

- Make Main Street and east-west avenues adjacent to Main Street more pedestrian friendly to promote interaction and movement between the east and west sides.
- Encourage uses along Main Street that attract pedestrian activity and implement physical improvements to the street and sidewalks to make them safer and easier to use for the pedestrian.
- Improve the access to and usability of the Transportation Center site and City Hall.
- Improve the aesthetic appearance of properties.
- Reinvent the Street as a vital link to other major corridors and parts of the City.
- Identify appropriate uses for the corridor.
- Create recommendations for improved parking.
- Create appropriate design guidelines.
- Include the drafting of zoning regulations and traffic calming measures that will improve safety, particularly for pedestrians.
- Ensure compliance with the State Highway Access Management Code.

Vision, Goals, and Objectives by Character District

This section identifies the vision, goals, and objectives for each of the character districts identified in this plan. The aforementioned “overall vision, goals, and objectives” also apply to the individual character districts described here.

Civic Core / South Gateway

Vision. This area is the core of civic life in Asbury Park, a transit-oriented development focused around the Transportation Center, and a welcoming gateway into the City and the waterfront. It includes a new municipal government center, ground floor retail stores and restaurants, upper-story residences and offices, and community performing arts space. The new buildings in this part of the city have a strong presence. They have the most innovative designs, yet they respect the architecture and views of historic buildings such as the Post Office. Main Street Plaza, along with the green space along the Post Office, are redesigned into usable, active public spaces for residents and visitors. The Transportation Center is repaired and renovated, with increased public programming at the station, safety improvements, and enhanced pedestrian movements.



Goals & Objectives. The following are specific goals and objectives that this plan sets forth for this character district.

- *Municipal Building Redevelopment.* Redevelop the existing Municipal Building site into a transit-oriented development. Construct a new structure that accommodates the needs of City government. Include buildings with ground floor retail space, upper-floor offices and residential units, and well-

disguised structured parking.

- *The Beacon Project.* The architecture of one of the tallest buildings should include a distinct, iconic, lighted beacon—one that motorists might be able to see from a distance and recognize as Asbury Park. This beacon structure is permitted to exceed the height limit for the Civic Core / South Gateway District.
- *Block 108 Redevelopment & Main Street Plaza Project.* To focus more development along Main Street in the Civic Core / South Gateway district and near the train station Redevelop Block 108, which is currently designated open space by the New Jersey GreenAcres with a mixed-use structure. Allocate the developed Green Acres space into the Municipal Building Redevelopment and convert the remaining space into a usable public plaza, in accordance with the recommendations of the Asbury Park Transportation Study.
- *Block 106 Redevelopment.* To focus more development along Main Street in the Civic Core / South Gateway district and near the train station, redevelop Block 106 with mixed-use structures. Relocate the existing Department of Public Works facilities to Block 35.
- *Block 79 & Block 105 Redevelopment.* To further focus development near the train station, the Main Street Redevelopment Area should be expanded to



include Block 79 and Block 105. These blocks should be redeveloped with multi-story structures containing retail and offices uses.

- *Post Office Plaza Project.* Convert the Post Office green space along Main Street into an active and accessible public space.
- *South Gateway Project.* Fund, design, and construct a gateway structure on Main Street. This gateway should be designed by a team of landscape architects and local artists and vetted through a community process. (See Section 8 for examples).
- *Post Office Lighting Project.* Fund, design, and install architectural accent lighting treatment on the Post Office to enhance its appearance at night.



Block 105 Redevelopment



Block 79 Redevelopment

- Seek Transit Village designation from NJDOT / NJ TRANSIT.

Community Shopping Zone

Vision. This section of Main Street is a vibrant commercial district that caters primarily to local residents of all races and income levels but that also draws visitors. New buildings in this section are all constructed up to the sidewalk line and have attractive, lively facades. Surface parking lots that once lined the street have been redeveloped so that buildings line the street. The divide created by



railroad tracks between the east and west sides of Main Street is bridged by new development and streetscape treatments.

Goals & Objectives. The following are specific goals and objectives that this plan sets forth for this character district.

- Reinforce this section of the redevelopment area as a commercial district that caters primarily to the needs of local residents. However, it should appeal to and draw residents who live both to the west and east of Main Street.
- Encourage property-owners to improve their facades in accordance with the Asbury Park Urban Enterprise Zone Design Guidelines.
- *Pedestrian Sidewalk Restoration.* Where surface parking lots have crept into the pedestrian sidewalk, the pedestrian sidewalk should be restored.
- *Surface Parking Redevelopment.* Encourage property-owners to redevelop

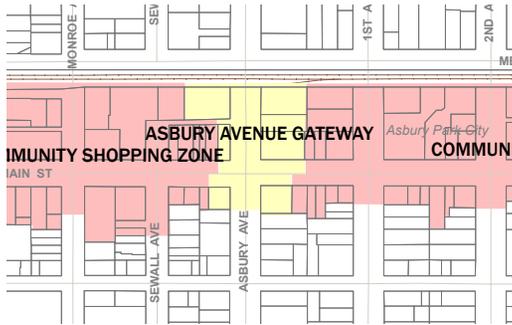
surface parking lots with multi-story buildings containing ground-floor retail space.

- *Parcel 168.1 Rehabilitation.* This parcel would be rehabilitated and include retail stores that would become part of the shopping node envisioned in the Supermarket Redevelopment.
- *Parcel 136.1 Redevelopment or Rehabilitation.* The existing structure protrudes into the sidewalk several feet. In addition, its facade does not have any windows. This structure should be redeveloped or rehabilitated in accordance with this Redevelopment Plan.



Asbury Avenue Gateway

Vision. This area is the principal gateway into Asbury Park. Remarkable gateway structures welcome motorists as they travel toward Main Street. New buildings, the roadway, and landscape elements reinforce this area as the principal entry point into the city. Buildings in this gateway area demonstrate vitality in design and activity. They are two to four stories tall with ground floor stores and restaurants that offer sidewalk dining. The divide created by railroad tracks between the east and west sides of Main Street is bridged by new development and streetscape treatments.



Goals & Objectives. The following are specific goals and objectives that this plan sets forth for this character district.

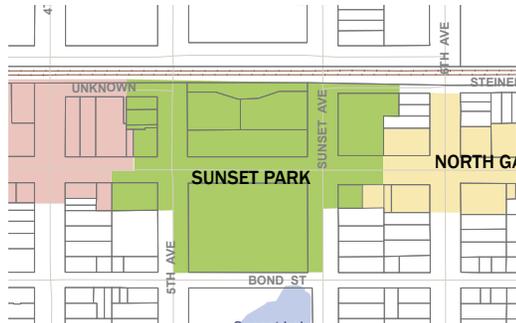
- *Asbury Avenue Public Art Project.* Fund, design, and construct a public art project along Asbury Avenue near Memorial Drive. This installation should be designed by a team of landscape architects and local artists and vetted through a community process. The project should, in form or theme, “unite” the divide frequently mentioned between the eastern and western parts of Asbury Park.
- *Asbury Avenue Gateway Redevelopment.* Redevelop parcels along Asbury Avenue into mixed-use structures with upper story residences and ground floor retail. Bridge the gap between the east and west sides of Main Street created by the railroad tracks by expanding the redevelopment area across Memorial Avenue to include parts of Block 43 and 44. Redevelop these parcels into mixed-use structures.

- *Fire Station Rehabilitation.* Relocate the fire station and rehabilitate the existing structure to house a business such as a restaurant or brew pub that includes an outdoor patio.
- Expand allowable land uses to include artist live/work space on parcels that do not front Main Street.



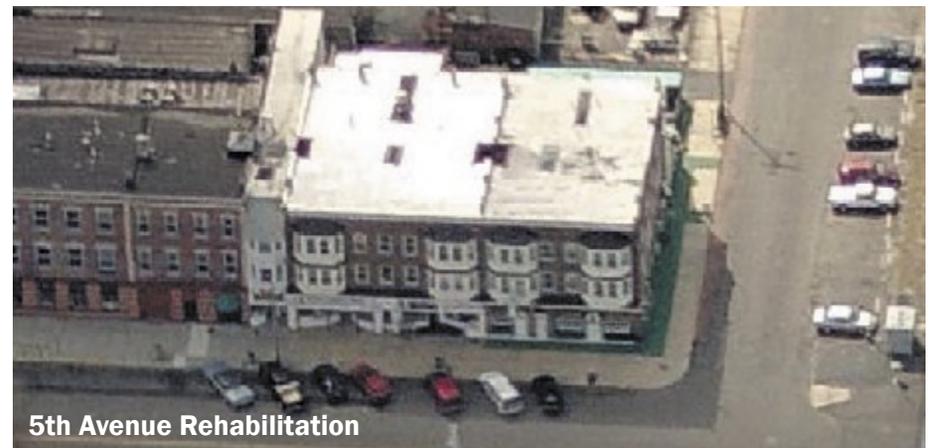
Sunset Park

Vision. This section of the Main Street Redevelopment Area celebrates Sunset Park as an important civic and recreation amenity in Asbury Park. Sunset Park remains parkland in perpetuity. The properties at the southeast corner of Main Street and 5th Avenue and the northeast corner of Main Street and Sunset Avenue are redeveloped into new, mixed-use structures whose designs befit being located next to a beautiful park.



Goals & Objectives. The following are specific goals and objectives that this plan sets forth for this character district.

- Keep Sunset Park as parkland in perpetuity.
- *Corner Parcel Redevelopment.* Redevelop parcels at the corners with mixed use structures that line the sidewalk.
- *5th Avenue Rehabilitation.* Rehabilitate buildings along 5th Avenue as mixed-use structures that line the sidewalk.



North Gateway

Vision. This area is the north gateway into Asbury Park. Bordering the east side is a well-maintained and stable neighborhood. The suburban-style commercial properties along the west side of the street are transformed into mixed-use structures whose design and layout restores the urban character of Asbury Park. Ground floor businesses cater to the adjacent neighborhood as well as passing motorists. A roundabout near the end of Main Street manages and calms traffic and creates an opportunity for a beautifully-landscaped gateway.



Goals & Objectives. The following are specific goals and objectives that this plan sets forth for this character district.

- *Commercial Parcel Redevelopment.* Redevelop several commercial parcels with mixed use structures whose designs complement the architecture of homes in the vicinity.
- Construct a roundabout near the end of Main Street to address intersection problems at Deal Lake Drive and Seventh Street. Create a landscaped center island as a gateway feature.

4. RELATIONSHIP TO LOCAL OBJECTIVES & MUNICIPAL DEVELOPMENT REGULATIONS

The Local Redevelopment and Housing Law requires that a Redevelopment Plan show any significant relationship to the master plans of contiguous municipalities, the county master plan, and the State Development and Redevelopment Plan.

Relationship to City of Asbury Park Master Plan

The City of Asbury Park Planning Board adopted a Master Plan in May of 2006. The Master Plan provides the most current statement of land use goals and policy so important to guiding a municipality's future development. Many of the goals within the Master Plan are pertinent to the redevelopment of Main Street.

Goals

1. Provide a balance of land uses in appropriate locations to preserve the character of the community, encourage economic development, increase park and recreation facilities, accommodate community facilities and facilitate local and regional circulation.
2. Encourage a balanced development pattern, which will protect and enhance long term economic and social interests of present and future residents in order to maintain and improve the City's overall quality of life.
3. Preserve and protect the established residential character, provide for compatible infill residential development in appropriate locations and encourage a broad range of housing choices for residents.
4. Promote and reinforce the City as a desirable residential location and attractive shopping / entertainment / recreation destination.
5. Encourage the development of a diversified economic base that generates employment growth, provides increased tax ratables, and increases income levels.
6. Enhance connections within the City between and among residential neighborhoods, community resources, the Central Business District, the waterfront area, and the region, through the use of public transit system, walking and alternative modes of transportation.
7. Maintain and upgrade the existing system of community facilities in order to provide a high level of public services and to accommodate growth as well as the changing needs of the population.
8. Establish Asbury Park as a waterfront destination.
9. Properly utilize redevelopment as a tool for Asbury Park's revitalization.
10. Promote the creation of a fully intermodal transportation system that enhances local circulation and increases regional access. Coordinate land uses with transportation investments to promote intermodal connections and encourage alternatives to driving such as mass transit and bicycle/ pedestrian facilities.
11. Promote the continued redevelopment of the Central Business District as a mixed-use pedestrian-oriented core with a concentration of commercial and housing uses in close proximity to mass transit.
12. Provide greater public access to the waterfront through the redevelopment process, road network improvements and public transportation.
13. Preserve the existing system of parks and recreation facilities and pursue opportunities to increase the number of parks and recreation facilities in underserved sections of the City.
14. Promote the history of Asbury Park as part of the City's redevelopment and revitalization efforts.
15. Encourage historic preservation in order to maintain the City's unique character, protect existing historic resources and complement economic development efforts.
16. Continue to promote recycling in order to protect the environment and reduce the City's solid waste stream.

- 17. Continue to improve the quality of life within the City.
- 18. Retain and promote the City’s cultural diversity.
- 19. Promote the arts, especially the public arts.

The Main Street Redevelopment Plan is consistent with these goals. While some of these Master Plan goals may not necessarily apply to the Main Street Redevelopment Area, the goals and objectives of this Redevelopment Plan do not conflict with any of these goals.

The Master Plan presents a series of objectives that are also pertinent to the redevelopment of Main Street. The Main Street Redevelopment Plan supports these objectives and does not conflict with any of them.

Objectives: Land Use

- Continue to encourage new retail commercial and mixed-use developments consistent with the City’s redevelopment plans.
- Encourage transit-oriented development near the Transportation Center, with strong pedestrian and bicycle linkages between the Transportation Center and the CBD and waterfront.
- Review redevelopment plans to ensure consistency among them. Revise and update obsolete redevelopment plans as necessary.
- Continue to strengthen and improve City-wide and neighborhood commercial districts as centers of employment, shopping, services, entertainment and education.

The Main Street Redevelopment Plan is consistent with these objectives.

Objectives: Housing

- Balance housing options in the City, including affordable housing for low and moderate-income households. Encourage the continued development of a variety of housing ranging from affordable to middle income and market rate units.

- Encourage the development of transit-oriented higher density housing in close proximity to the station area.
- To fully integrate affordable housing throughout the City both within projects and geographically throughout Asbury Park.

The Main Street Redevelopment Plan is consistent with these objectives.

Objectives: Economic

- Focus economic activity in the City’s major economic centers, especially the redevelopment areas. Recognize the unique character of each area and promote development that will strengthen and reinforce niche markets.
- Support transit-oriented development in the station area, especially on underutilized or vacant commercial property.
- Promote continued growth and development of the City’s economic base.
- Capitalize on the City’s competitive advantages for economic development purposes including its location along the waterfront, waterfront and CBD revitalization, redevelopment areas and transportation and new utility infrastructure.
- To plan for continued economic viability by strengthening the tax base through the encouragement of continued private investment and tax-producing uses, which are consistent with community needs, desires, and existing development.

The Main Street Redevelopment Plan is consistent with these objectives.

Objectives: Circulation

- Provide additional bicycle/pedestrian routes to promote and improve alternative circulation within the City.
- Provide a jitney or trolley loop service that connects the train station, CBD and waterfront areas.
- Encourage the use of mass transit.

- Increase bicycle/pedestrian safety and circulation by improving traffic signals at key intersections, utilizing traffic calming measures and providing bike lanes that connect activity centers throughout the City.
- Provide way-finding signage on major roads and at gateway locations to facilitate circulation and identify the route to key activity centers and destinations in the City.

The Main Street Redevelopment Plan is consistent with these objectives.

Objectives: Conservation

- Promote energy conservation programs at the residential and City level through the use of efficient energy consuming devices, and through programs provided by the utility supplier.
- Promote and develop active and passive energy conservation approaches to reduce energy usage by the City and new developments.

The Main Street Redevelopment Plan is consistent with these objectives.

Objectives: Recreation

- Consider the creation of neighborhood oriented “pocket” parks in locations that are not currently afforded nearby access to existing park facilities.

The Main Street Redevelopment Plan is consistent with these objectives.

Recommendations for the B2 Zoning District

The Master Plan proposes recommendations for the B2 – Main Street Retail Sales and Service zoning district, which covers approximately 90 percent of the Main Street Redevelopment Area:

- Permitted uses should include: Retail sales and services with the exception of automobile-related uses and Business and professional offices, banks and fiduciary institutions.
- Drive-thru uses should be prohibited.
- Maximum building coverage should be changed to 80%.

- A maximum lot coverage requirement of 80% should be established.
- Minimum front yard setback should be changed to 10 feet or prevailing setback.
- Upper story residence requirements should be revised to permit not more than 1 upper story residence per 2,000 square feet of lot area, up to a maximum of 4 residential units.
- Provide a parking requirement for residential conversions in the B2 requiring on-site parking at the rate of 1.5 spaces per unit.

The Main Street Redevelopment Plan is generally consistent with these recommendations. However, the B2 Zoning District does not apply because this plan divides the redevelopment area into multiple character districts. Certain districts may have more stringent site layout parameters than those described in these recommendations.

While the Master Plan recommends prohibiting drive-thrus, the Main Street Redevelopment Plan permits drive-thrus as a conditional use in one section of the redevelopment area (see “North Gateway” in Section 7). Drive-thrus are permitted as a conditional use to accommodate trends in the development of buildings such as banks and restaurants. However, several conditions, described in Section 7, carefully regulate the design and layout of drive-thrus.

Recommendations for the LI Zoning District

The Master Plan also proposes recommendations for the LI – Light Industrial zoning district, which comprises a section of the Main Street Redevelopment Area.

- Remove retail used car sales as a conditional use.
- Establish a minimum lot size requirement of 10,000 square feet.
- Establish a minimum lot width requirement of 75 feet.
- Decrease the maximum FAR requirement from 2.5 to 1.0.

- Change the maximum building coverage to 80%.
- Establish a maximum lot coverage of 80%.

The Main Street Redevelopment Plan is generally consistent with these recommendations. However, the LI Zoning District does not apply because this plan divides the redevelopment area into multiple character districts. Certain districts may have more stringent site layout parameters than those described in these recommendations.

Recommendations for Fences

Revise ordinance to allow fences to be erected on private property only; no fences should be permitted within a City street right-of-way.

The Main Street Redevelopment Plan permits fences on private property but regulates their design, material, and height.

Recommendations for Gateways

The Master Plan states that gateways are major entrance points into neighborhoods, districts, or communities. Gateways can be defined or reinforced by developing “gateway treatments,” which often include landscaping, vertical elements such as arches or pylons features, and signage. These gateway features create a sense of arrival and departure, create a welcoming effect, and emphasize the transition from one district, community or neighborhood to another. The Master Plan recommends that the City install gateway treatments at the major entrances into the City.

The Main Street Redevelopment Plan identifies gateway projects to be implemented in the Asbury Avenue Gateway, Civic Core / South Gateway, and North Gateway districts.

Recommendations for Community Facilities

The Master Plan recommends that the City, prior to the implementation of the phased plan discussed above, review the findings and recommendations of the Transportation Improvement Study for Asbury Park currently being prepared by Monmouth County. The draft Study, slated for completion in June of 2005,

will focus on improving transit services in anticipation of growth in the City, concentrating on the area within 1/4 mile radius of the Transportation Center. Any relevant recommendations should be taken into consideration by the City before renovations to the Transportation Center or municipal complex are begun. In addition, the 0.35 acre public plaza outside of the Transportation Center must be factored into any land use decisions made by the City.

The Master Plan states that one of the most pressing issues facing the Police Department is a lack of sufficient space. When it moved into the municipal complex in 1981, the Police Department had 45 members. Due to previously mentioned factors and the resulting limited amount of space, the Department came to occupy only the first floor on the south side of the complex, a space 2/3 smaller than originally intended. The current amount of space is insufficient considering that there are now 83 officers currently on the force, with a goal of eventually having 120 officers once redevelopment in the City is complete. The Police Department facility is outdated, severely overcrowded in terms of both people and storage, is physically deteriorating and contains outdated and substandard equipment. The lack of space also results in a facility that is inadequate for prisoner management and prisoner processing activities; in addition, the Department lacks a separate, quiet space for victim interviews. The Department’s space deficit will be addressed through the implementation of the City’s two-phase plan, which plans for expanded Police Department space within the existing City Hall by 2007, and construction of a new four-story City Hall by 2010, which would provide a new expanded, modernized space for the Police Department.

The Master Plan recommends the following:

- Reassess the space needs of all City departments.
- Develop and implement a plan to renovate the municipal complex or build a new structure.
- Ensure that the current and future space needs of each department are taken into consideration with emphasis on providing a modern facility for the Police Department.

The Main Street Redevelopment Plan includes a concept for creating a new municipal building complex that meets the needs of all City departments.

Recommendations for the Historic Districts

The Master Plan recommends that the City of Asbury Park coordinate its local historic districts with the historic districts identified in the Monmouth County Historic Sites Inventory. Realizing that portions of those historic districts are within the Waterfront and Central Business District Redevelopment Areas, the City should coordinate its historic preservation efforts with the adopted redevelopment plans for those Areas.

This Plan acknowledges and permits selective demolition in redevelopment areas, particularly of non-contributing buildings.

Relationship to Asbury Park Land Development Regulations

Approximately 90 percent of the Main Street Redevelopment Area falls under the B2-Main Street Retail Sales and Service zoning district. The remaining falls under the LI or P1 zoning districts, while one parcel falls under the R1 zoning district.

This Redevelopment Plan supersedes all provisions of the City of Asbury Park Zoning Ordinance that are specifically addressed herein as they relate to the area governed by this plan. For items not addressed within the Plan, the Land Development Regulations of the City shall be utilized.

5. RELATIONSHIP TO OTHER PLANS

Relationship to Other Asbury Park Redevelopment Plans

Central Business District Redevelopment Plan

Properties on the east side of Main Street between Lake Avenue and Summerfield Avenue are located within the Central Business District Redevelopment Area. These properties are considered part of the CBD Mixed Use District, whose purpose is to, according to the CBD Redevelopment Plan “encourage the adaptive reuse and upgrading of the existing buildings and businesses. The following are permitted uses:

Permitted Principal Uses

- Ground floor: Retail sales and service, health and fitness centers, childcare facilities, art galleries, museums, theatres, financial institutions, laundromats, eating and drinking establishments subject to the City’s Land Development Regulations, cyber-related businesses and professional offices such as software designers, web designers, e-commerce and other computer and internet related companies and parking lots and structures. Cyber hotels are prohibited. No drive-thru uses of any kind are permitted.
- Upper floors: Uses permitted on ground floor and residential uses.

Permitted Accessory Uses

- Uses that are incidental and accessory to principal permitted uses.

Bulk Standards

- Maximum building coverage: 100%
- Maximum height: 45 feet

Parking

- Non-residential – none for existing structures. New non-residential footprint construction shall require 2.0 spaces per 1,000 square feet of additional gross floor area. Parking shall either be constructed onsite or on another

CBD mixed-use district property within the redevelopment area. The developer may have the option of contributing an amount equal to the cost of a structured parking stall times the number of stalls required to a fund dedicated to providing parking in the CBD.

- Residential – 1.5 spaces per unit either provided on site or on other CBD mixed-use district property within the redevelopment area. The developer may have the option of contributing an amount equal to the cost of a structured parking stall times the number of stalls required to a fund dedicated to providing parking in the CBD.

The Main Street Redevelopment Area is adjacent to the Central Business District (CBD) Redevelopment Area. In fact, the CBD Area encompasses the east side of Main Street between Lake Avenue and Summerfield Avenue. The west side of Main Street is within the Main Street Redevelopment Area. Specifically, it is within the Civic Core / South Gateway district. The scale of development permitted in this part of the Main Street Redevelopment Area, which includes both the Municipal Building and the Transportation Center, is appropriately greater than that permitted within the Central Business District Redevelopment Area.

Springwood Avenue Redevelopment Plan

The overarching goal of the Amended Springwood Avenue Redevelopment Plan is the development of the Avenue in a manner that protects and promotes the interest and meets the needs of local residents and businesses of the present without compromising the ability of future generations to meet their own needs. The Springwood Avenue Gateway Zone shall be developed with mixed-use non-residential/residential buildings of varying heights. At the intersection of Springwood Avenue and Memorial Drive, buildings shall incorporate significant architectural embellishments such as clock towers or other prominent vertical design elements to create visual interest and provide a sense that someone traveling onto Springwood Avenue from the east is entering an important and significant corridor within the City. Buildings located at this intersection will be allowed at a four story height to help emphasize this feeling.

Development sites at the intersection of Springwood Avenue and Memorial

Drive shall also include small public plazas at the intersection of approximately 15 feet in depth from each streetline. These plazas shall include provisions for public seating and display of public art. These plazas will help to inform the user that Springwood Avenue is designed as a pedestrian friendly thoroughfare, as well as provide necessary areas for socialization. Incorporation of these plazas will also further enhance interest in Springwood Avenue from the passer-by, by enabling greater views down the Avenue from Memorial Drive.

The Main Street Redevelopment Area is in close proximity to the Springwood Avenue Redevelopment Area. This plan recommends that the Main Street Redevelopment Area be extended to include several parcels along Memorial Drive in between these two redevelopment areas.

The Asbury Park Cultural Plan 2006-2012

This plan was developed through a collaboration between artists, citizens and government. The mission of the plan is to provide leadership and guidance, advocacy, and support for the cultural development of Asbury Park, ensuring that the arts, culture, and heritage are articulated priorities for all aspects of community development and planning. The plan contains nine goals:

1. Establish and ensure operations of at least one significant cultural arts center within Asbury Park to house the offices, rehearsal spaces, studios, galleries, and performance spaces for Asbury Park cultural arts organizations and to serve as the primary audience destination for the arts in Asbury Park. This includes identifying buildings that have potential for mixed-use and conducting financial studies to produce a development model for these new facilities.
2. Develop, market and provide formal designation and funding to establish cultural arts districts in Asbury Park, including at least a gallery district and potentially a music district or other neighborhood arts districts that maintain, support and celebrate the community's ethnic diversity. This includes the creation of strong relationships with local businesses to infuse the area with arts and ensure the development of an operating endowment.
3. Establish a public art program and formal public art policies for the City of Asbury Park. This includes additional funding for Mural Arts projects, training, advocacy and maintenance for local arts programs.
4. Support the development of historic preservation policies, plans and initiatives that protect the historic built environment and recognized historic districts of Asbury Park, with the Asbury Park Historical Society as a strong collaborative partner and lead. This includes establishing a local historical preservation commission, creating public awareness of local historical architecture and ensuring its preservation.
5. Build partnerships and programs that provide outstanding, sustainable and broadly defined arts education for all ages for Asbury Park residents. This includes an inventory of local artists and art programs, strengthening these existing individuals or organizations and promoting new means to connect art education, community legacy and youth.
6. Support, strengthen, and stabilize the community of artists in Asbury Park. This includes ensuring an on-going redevelopment of live-work space, inventory of artist studio space and effective communications.
7. Build Asbury Park's image and identity as an arts rich community, including its significant music, theater, film and cultural heritage legacies. This includes the connection of music, film and youth; in addition to supporting developments such as the Butterfly Conservatory and the NJ Music Hall of Fame.
8. Support the development of a public transportation loop that makes the arts and historic sites accessible to all residents. This includes the development of a green transportation route that links all Asbury Park neighborhoods.
9. Ensure the resources and support mechanisms, funding, and organizational capacity to implement the cultural plan. This includes the creation of a professionally staffed ArtsCap and advocacy for public and private sector funding.

The Main Street Redevelopment Plan begins to further the goals of the Asbury Park Cultural Arts Plan. This plan permits land uses such as theaters and performances spaces as well as artist live/work space in the Main Street Redevelopment Area. This plan also identifies specific projects that would include elements of public art and suggests the creation of a fund for the purposes of designing, installing, and maintaining these projects.

Asbury Park Transportation Improvement Study

This study recognizes that the Transportation Center is not being utilized to

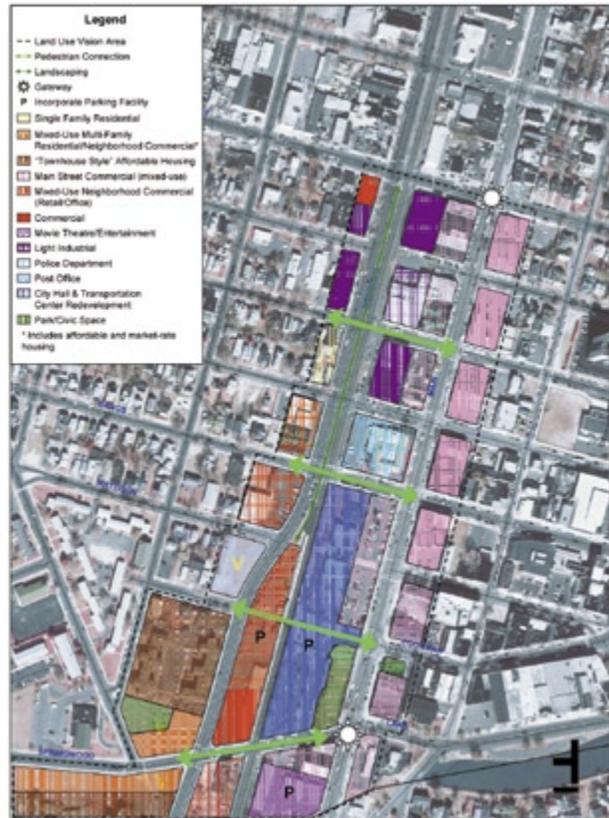


Figure II-11: Land Use

its fullest potential, highlights the deficiencies, and presents recommendations overcoming these deficiencies. The study also presents a preliminary vision for land use within the area around the train station, based on a community

engagement process.

The following are some of the key statements and recommendations from this study:

- “The key to strengthening Main Street as a transportation corridor is to improve safety and movement at both a vehicular and pedestrian scale. Streetscape elements that relate to both drivers and pedestrian are included. The pedestrian environment will be enhanced both on sidewalks and at crosswalks while ensuring that vehicular movement is not restricted.” The study recommends providing curb extensions at intersections and installing street furniture and bus shelters. It also proposes gateway features at either end of Main Street.
- “As redevelopment plans in Asbury park are implemented and new residential, retail, and entertainment uses are created, new travel markets will emerge and induce demand for public transportation services during evenings, weekends, and the summer.”
- “A new plaza located on the existing Memorial Drive parking lot should be developed to welcome customers arriving at the Transportation Center from the west. A pedestrian overpass would allow easier crossing of the railroad tracks and would serve to symbolically connect the two halves of Asbury Park. If a parking garage is constructed in the future to respond to increased demand, the pedestrian bridge could tie into one of the structure’s upper levels.”
- This study also calls for the redevelopment of Block 79. “To create a sense of arrival along Memorial Drive, the entire area west of the tracks, including the parcel with the strip shopping center and the existing NJ TRANSIT parking lot should be reprogrammed ... In the future, should demand increase, the long-term proposals should include structured parking.”

The Main Street Redevelopment Plan presents development concepts that embody many of the recommendations from this study. It also recommends the extension of the Main Street Redevelopment Area to include Block 79.

Making Places in Asbury Park

A small portion of the study area of Making Places in Asbury Park is also within the Main Street Redevelopment Area. The following are some key recommendations from this study:

- An effort should be made to welcome people to the community as people pass through on Memorial Drive but also throughout the neighborhood in different ways.
- Build on the community's assets. The community already has many assets, in particular the positive qualities and talents of the people who live there who want to make significant and important changes to their neighborhood. The neighborhood also has assets in terms of the numerous institutions (churches, schools, the community center etc) that are located in the neighborhood, the train station as an anchor, and the close proximity of the residential neighborhood to the downtown. As people in the workshop stated in what they liked about the neighborhood, the open space that exists is also an asset and could be an even more important asset if it were improved to become "places" that were supportive to community activity. In summary, the overall vision that evolved from the workshop is for a neighborhood that is walkable both within its boundaries as well as better linked to the downtown area. Memorial Drive is seen as a key street that could become an urban boulevard and attractive gateway to the community. Other pedestrian and potentially vehicle connections could be added to reduce the "superblocks" in the center of the neighborhood to create a more friendly walkable environment. In the future, the schools, churches, the community center and other destinations that already exist should be enhanced along with improving the spaces around them to create true neighborhood places to go. In particular, the space between the two schools could become a central "square" and park in the community.

The Main Street Redevelopment Plan recommends improvements to the roadway and sidewalks to improve pedestrian comfort and safety.

Relationship to Plans of Adjacent Municipalities

The City of Asbury Park is bordered by Neptune Township, Ocean Township, Interlaken Borough, Allenhurst Borough and Loch Arbour Village. The southern end of the Main Street Redevelopment Area extends up to the Neptune Township boundary. Main Street in Neptune Township is also a major commercial corridor. A strip mall was constructed recently along Main Street just south of the Main Street Redevelopment Area in Neptune Township.

To the north, the Main Street Redevelopment Area is separated from Interlaken Borough and Loch Arbour Village by Deal Lake.

The Main Street Redevelopment Plan recommends mixed-use development near the Neptune Township border that is consistent with the commercial nature of Main Street. The Main Street Redevelopment Plan also recommends changes to the lane configuration of Main Street within Asbury Park.

Relationship to Regional and State Plans

Monmouth County Growth Management Plan/Master Plan.

The Monmouth County Growth Management Plan designates Asbury Park as a Regional Center. The County Growth Management Plan describes Regional Centers as fully developed or redeveloping urban concentrations. One of the goals of the 1995 Growth Management Plan is to promote new and revitalize older urban areas into well-designed mixed-use centers with an easily accessible compact but varied core of residential, commercial, and community services which provide employment and create a specific identity.

The Main Street Redevelopment Plan is consistent with this goal.

Access to the Region's Core (ARC).

The Access to the Region's Core (ARC) Plan is a Major Investment Study that was prepared by NJ TRANSIT in partnership with the Port Authority of New York & New Jersey. The ARC study presents a master plan for improving commuter rail services in northern New Jersey, including Asbury Park. The study was published in February 2007, and its recommendations have been incorporated into the Transportation Improvement Plan (TIP) for the

North Jersey Transportation Planning Authority, the agency responsible for determining how transportation funds should be expended in 13 of New Jersey's counties, including in Monmouth County.

The ARC study and related projects would provide the following:

- Expansion of the rail lines between Newark and New York City from two to four tracks.
- Construction of two new terminals in New York City to eliminate platform capacity constraints.
- Development and acquisition of new dual-mode locomotives capable of operating with electric power where overhead catenaries are available and under diesel power where electric service is unavailable.

The ARC study determined that with the new improvements, anticipated to be constructed by 2016, the number of North Jersey Coastline trains accessing Penn Station/34th Street commuter rail stations could be doubled in the critical morning peak hour from four to eight. In addition, the operating plan developed as part of ARC proposes that semi-express dual-mode trains to and from Bay Head would operate on an hourly basis during the remainder of the day and on weekends.

The ARC-based plan would result in convenient, one-seat rail service to and from Manhattan, increasing the attractiveness of Asbury Park—especially the Main Street Redevelopment Area—for residential and tourist-oriented development activities. Increased use of the train station will also make symbiotic land uses close to the station, such as restaurants, newsstands, coffee shops and bookstores, more attractive.

Conversely, the provision of transit-oriented development (TOD) in the area surrounding the Transportation Center will increase ridership demand on the North Jersey Coastline, thereby increasing the productivity of the NJ TRANSIT ARC investments.

New Jersey State Development and Redevelopment Plan

The State Plan Development and Redevelopment Plan (SDRP) was prepared and adopted by the State Planning Commission according to the requirements of the State Planning Act of 1985 to serve as an instrument of state policy to guide state agencies and local government in the exercise of governmental powers regarding planning, infrastructure investment and other public actions and initiatives that affect and support economic growth and development in the state. The SDRP is not itself a regulation but a statement of State policy that has been adopted by the State Planning Commission to guide State, regional and local agencies in the exercise of their statutory authority.

The entirety of the City of Asbury Park and the Main Street Redevelopment Area is located in the Metropolitan Planning Area (PA1), as per the State Plan Policy Map found in the SDRP. In addition, the City of Asbury Park has been designated an “Urban Center” by the State Planning Commission.

This redevelopment plan seeks consistency with the goals and objectives found in the SDRP through its land use, housing, transportation, and design requirements and recommendations. This redevelopment plan aims to achieve the eight overall goals of the SDRP which are:

- Revitalize the State's Cities and Towns,
- Conserve the State's Natural Resources and Systems,
- Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey,
- Protect the Environment, Prevent and Clean Up Pollution,
- Provide Adequate Public Facilities and Services at a Reasonable Cost,
- Provide Adequate Housing at a Reasonable Cost,
- Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value, and
- Ensure Sound and Integrated Planning and Implementation Statewide.

For areas located in the Metropolitan Planning Area (PA1), the State Plan's intention is to:

- Provide for much of the state's future redevelopment;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign areas of sprawl; and
- Protect the character of existing stable communities.

In order to support the intent of the Metropolitan Planning Area, development and redevelopment activities need to be consistent with the traditional urban fabric—intensities sufficient to support transit, a range of uses broad enough to encourage activity beyond the traditional workday, efficient use of infrastructure, and physical design features that enhance public safety, encourage pedestrian activity and reduce dependency on the automobile.

This Main Street Redevelopment Plan is consistent with these principles and they are applied herein.

Asbury Park as a Designated Urban Center

The City, through its successful petition for Plan Endorsement, was designated as an Urban Center by the State Planning Commission in May of 2005. As part of its Petition for Plan Endorsement to the State Planning Commission, the City was required to prepare a Statement of Community Vision and Public Participation. The following excerpt of this statement specifically addresses Main Street:

“Main Street will become a destination as well. Building off of the success of CBD and waterfront redevelopment efforts, more business activity will be realized. A more pedestrian friendly environment will be created and design guidelines will have been used help to improve the overall appearance of the corridor. A Main Street redevelopment plan will be drafted ... to address this

area.”

The Main Street Redevelopment Plan is consistent with the City's Statement of Community Vision found in its Petition for Plan Endorsement. It is also consistent with existing agreements between the City and State Planning Commission.

As a designated Urban Center, the City of Asbury Park has entered into a Planning and Implementation Agreement (PIA) with the State Planning Commission. The PIA includes a list of action items that the City must achieve in order to remain a designated urban center.

The Main Street Redevelopment Plan fulfills several of the items found in the PIA as follows:

- Examine land uses around the transportation center (public transit hub) and change to be more consistent with transit oriented development principles.
- Draft zoning regulations consistent with the State Highway Access Management Code.
- Examine traffic calming measures along Main Street (S.R. 71).
- Consider the extension of Steiner Place to create additional parking opportunities and access existing businesses.
- Implement recommendations from the Asbury Park Transportation Improvement Study
- Implement recommendations from the Walkability Audit.
- Promote public art in public spaces.

6. REDEVELOPMENT AREA TRANSPORTATION & CIRCULATION PLAN

Main Street in Asbury Park is an important commercial street in the city, with shops attracted by the motor vehicle traffic along the roadway and the pedestrian traffic that flows along the sidewalks and crosses the street. Like most traditional main streets, businesses on Main Street benefit from the visibility provided by the roadway frontage and the ease of access. But the relationship between the highway and the surrounding land uses is also complex and can be fragile. Roadway traffic can be both a stimulant to business and a barrier to access. As a result, it is important to manage traffic flow to minimize the negative impacts while sustaining the benefits.

Main Street also parallels the NJ TRANSIT North Jersey Coast Line and provides frontage to the Asbury Park Transportation Center, creating an additional gateway function for the roadway. Because of its gateway function, and its location splitting the city into eastern and western portions, Main Street is an important pedestrian corridor for the city. It also is subject to extensive pedestrian cross-traffic. Assuring that the street is safe, comfortable and convenient to cross and walk along can serve to increase pedestrian activity, reduce local vehicle traffic and stimulate retail activity.

Given Main Street's functions as a gateway, a transportation hub, a focal point for government and civic activity, and a neighborhood shopping district, the roadway is a highly-visible part of Asbury Park. The aesthetics of Main Street impact the people who use it; they leave an impression on residents and visitors.

For all of these reasons, this Redevelopment Plan considers the redesign of Main Street the roadway a critical piece of the overall revitalization of Main Street.

Main Street the Roadway

Main Street in Asbury Park is just over one mile in length. Main Street in the City of Asbury Park (NJ 71) is classified by NJDOT and Monmouth County as a minor arterial highway. At the north end, NJ 71 turns to the east to become Deal Lake Drive, while Main Street continues across Deal Lake as County Route

15. To the south, NJ 71 continues as Main Street as it passes through Neptune Township, Bradley Beach, Avon and Belmar, where NJ 71 turns off Main Street to briefly join NJ 35. As a minor arterial highway, Main Street carries traffic with origins and destinations outside of Asbury Park through the city, and it serves as the gateway into the city from both the north and the south. Traffic flow along Main Street was approximately 12,000 vehicles per day during weekdays in July 2006.

The curb-to-curb width of the roadway ranges from 40 to 64 feet. The roadway consists of two northbound lanes and two southbound lanes of approximately 12 feet in width, along with unstriped parking lanes on either side of the street.

Existing Studies

At the time of the drafting of the Main Street Redevelopment Plan, two transportation-related studies were in progress.

Senior Safety Impact Study

In 2007, Parsons-Brinckerhoff (PB) conducted a "Senior Safety Impact Team" analysis of the Main Street Corridor for NJDOT. NJDOT initiated the study in response to a high number of pedestrian crashes. Initially the NJDOT study was going to focus on the intersection of Main Street with First Avenue. However, initial investigation determined that conditions at that intersection were very similar to other intersections along Main Street. As a result, NJDOT asked PB to conduct a review of the safety issues along all of Main Street. PB has recommended several improvements to be considered in conjunction with the Main Street redevelopment analyses.

Traffic Signal Optimization Project

Parsons-Brinckerhoff also completed a separate traffic signal optimization project for all of the traffic signals located along NJ 71 in Asbury Park. A total of 16 intersections were analyzed—fifteen signalized locations along Main Street plus the intersection of Deal Lake Drive and Park Avenue. For each intersection, current signal timing data was collected and traffic volumes were counted.

PB prepared a combined set of recommendations based on the two studies:

Priority, Near Term Actions

- Reconfigure Asbury Avenue intersection (design underway)
- Relocate existing crosswalk located in municipal complex driveway
- Optimize signalization plan; provide longer pedestrian crossing times
- Install missing curb ramps and reconstruct existing ramps so that all comply with ADA standards
- Provide targeted pedestrian education and enforcement
- Keep all stripes well-marked
- Trim vegetation near signals
- Replace faded signs
- Prohibit parking near intersections where sight-distance is inadequate

Actions Requiring Further Discussion or Planning

- Implement road diet
- Mark bicycle lanes
- Install pedestrian-oriented lighting
- Improve sidewalk drainage where ponding occurs
- Improve delineation of parking spaces
- Conduct comprehensive signage study
- Limit parking near intersections where needed for sight distance
- Apply to NJTPA for Safe Streets funds
- Install bus shelters and benches at bus stops

Projects Requiring Problem Statement for Study & Development

- Investigate geometric improvements at intersection with Springwood Avenue and Lake Avenue
- Address sight-distance problems at 7th Avenue, 8th Avenue and Main Street area; consider roundabout

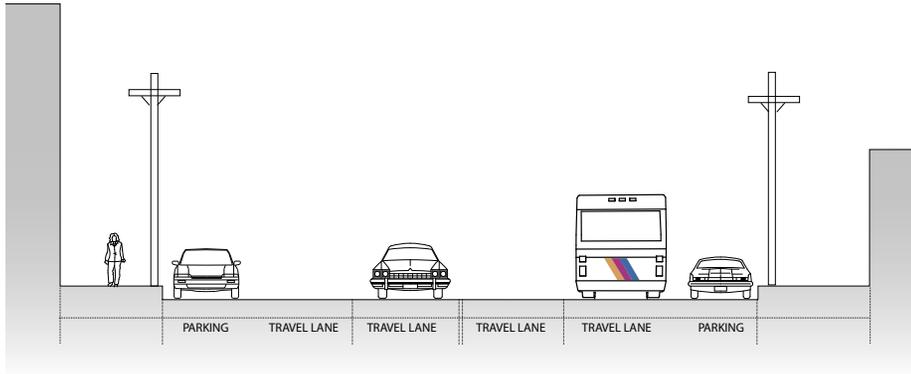
Long Term

- Install new signal hardware to support pedestrian countdown signals, push buttons, etc.
- Resurface roadway

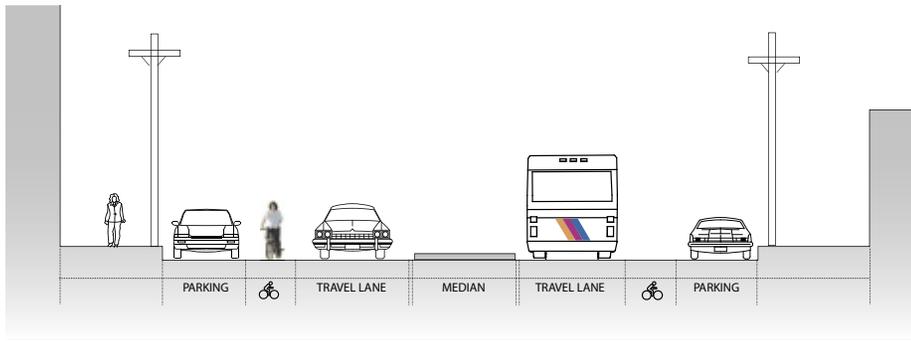
This Redevelopment Plan supports the recommendations of these studies. In fact, many of these recommendations—including implementing a road diet, providing bicycle lanes, installing improved pedestrian-scale lighting, and delineating parking spaces along the street—were items that PB and NJDOT felt should be investigated and discussed during the Main Street redevelopment planning process.

Proposed Reconfiguration of Main Street

The principal recommendation for reconfiguring Main Street is to convert it from a four-lane, undivided highway into a two-lane street with a center median, bicycle lanes, and marked parking lanes. The following graphics illustrate the principal recommendations.



Existing Configuration of Main Street



Recommended Configuration for Main Street

This type of reconfiguration is known as a road diet. It has the following design attributes that can improve both capacity and safety:

- Left turns are removed from the traffic stream and converted into dedicated turning lanes, thus improving traffic flow and eliminating a common source of crashes.

- Right turns are better accommodated because the driver can use a wider radius while turning.
- The provision of a bicycle lane defines a space within which bicyclists can ride and has been shown to help reduce wrong-way travel. The bicycle lane also creates a buffer space between parked cars and the moving motor vehicle travel lane.

Road diets have been successfully implemented on roads having traffic volumes over 20,000 vehicles per day. However, they are typically undertaken on four-lane undivided roadways having traffic volumes between 10,000 and 20,000 vehicles per day. Traffic volumes on Main Street vary from 11,000 and 14,000 vehicles per day—well within the range of volumes that can be accommodated with a road diet, and also within the typical volumes of many two-lane New Jersey state highways.

Where right turns are frequent, especially at signalized intersections, a separate right turn lane can be added between the curb and the bike lane. Elsewhere, a curb extension can be provided to reduce the crossing distance for pedestrians.

The center median lane can be used for different purposes based on the configuration of the adjoining land uses, as discussed below:

- **Civic Core/South Gateway.** A raised median planted with native grasses and shrubs.
- **Community Shopping Zone.** A flush surface finished with concrete pavers or other contrasting material. Consideration should be given to using this area as a loading zone for the abutting commercial properties in order to reduce or eliminate the need for vehicles to double park.
- **Asbury Avenue Gateway.** An extended left turn lane would be provided in each direction to accommodate the greater demand for left turns at this intersection.
- **Sunset Park.** A raised, formally landscaped median would allow the Sunset Park corridor to extend across Main Street.

- **North Gateway.** A raised median planted with native grasses and shrubs would help to reinforce the gateway function of the roadway and would relate to the abutting residential land uses. The Senior Safety Impact Team study found that the intersections of Main Street with Deal Lake Drive and Seventh Avenue present a special safety problem because of the restricted sight distance at Seventh Avenue. A method of mitigating this impact would be to construct an elongated roundabout between the two intersections that would also serve as a distinctive terminus/gateway for the Main Street corridor and would enhance the safety of pedestrian crossings. Geometric analysis indicates that a roundabout could be constructed provided that authorization is granted to use the open space area to the west of Main Street.

Main Street and NJDOT's Access Management Code

Main Street is a state highway; therefore the NJ Department of Transportation (NJDOT) has regulatory control over how access should be provided to and from the roadway. NJDOT implements this regulatory control through its Access Management Code.

NJDOT is currently reviewing the Access Management Code to improve its relationship to the State Development and Redevelopment Plan and Smart Growth principles. As part of its review, NJDOT is considering new provisions to address how access should be managed on State highways that operate as Main Streets in cities and towns.

The potential new provisions would include a Main Street access level that would indicate that there would be no direct driveway access; access would instead be secured by intersecting streets or at very limited direct driveway access locations. Technical standards would apply that would limit driveways to at most one per block, and even that one driveway could be provided only to supplement access provided on intersecting streets and would have to be shown to be needed for traffic management purposes.

The provisions of this Redevelopment Plan are consistent with the proposed NJDOT Access Code provisions for this portion of Route 71.

Parking in the Main Street Redevelopment Area

Providing adequate, easily-accessible parking is vital for the health of any commercial district. However, excessive parking, particularly in the form of surface parking lots, uses up property that could otherwise be built on, adds impervious coverage, and detracts from the pedestrian-friendly, urban character of cities. Furthermore, off-street parking requirements can sometimes deter the redevelopment or rehabilitation of properties.

This plan presents a general parking strategy for the Main Street Redevelopment Area that aims to maximize the use and efficiency of on-street parking spaces and balance additional parking needs with the potential drawbacks of excessive off-street parking requirements. Inherent in this strategy are several other factors, including the presence of the Transportation Center within the Main Street Redevelopment Area, that Asbury Park has one of the lowest rates of automobile ownership per household in New Jersey, and the compactness of the commercial area.

There are several actions that can be taken to help promote more efficient use of the City's existing on-street parking capacity within the entire Main Street Redevelopment Area:

- Encourage more efficient turnover of parking spaces by metering on-street parking spaces (see following page for "Pricing a Scare Resource").
- Consider creating formal on-street parking or public parking areas in the space between the east side of the railroad tracks and the buildings located adjacent to the tracks.
- Limit direct driveway access to Main Street so curb space can be made available for on-street parking.

The following paragraphs comment on parking within specific character districts:

- **Civic Core / South Gateway.** Much of the existing and future short- and long-term parking demand is to be satisfied by structured parking to be constructed as part of the Municipal Building Redevelopment and the Block 106 Redevelopment. The improved commuter rail service that will be introduced to Asbury Park within the next decade will increase demand for commuter parking at the Transportation Center. As a result, the City should work with NJ TRANSIT in developing the scope and design for the proposed structured parking facility in this section of Main Street.
- **Community Shopping Zone.** The metering of on-street parking will help alleviate parking problems. The City could consider creating an off-street municipal parking lot. The City could cooperate with a developer to create one or more off-street parking structures that could serve the general parking needs in this zone and in the Asbury Avenue Gateway.
- **Asbury Avenue Gateway.** Parking demand generated by redevelopment is to be satisfied by off-street parking and/or on-street parking spaces.
- **Sunset Park.** Parking demand generated by redevelopment in this district is to be satisfied by off-street parking and/or on-street parking spaces along Main Street and intersecting streets. Off-street surface parking may not be accessed from Main Street.
- **North Gateway.** Parking demand generated by redevelopment in this district is to be satisfied by off-street parking in addition to on-street parking spaces along Main Street and intersecting streets. Off-street surface parking areas should be accessed from side streets, although existing direct access from Main Street will be permitted to continue.

Pricing a Scarce Resource

Economic theory argues that pricing is the best method of managing demand for a scarce resource. Charging for available parking assures that parking spaces are used as efficiently as possible. Parking charges will also encourage

some residents to walk or use transit services to accomplish trips that would otherwise require a car, thereby freeing spaces for use by those persons who must travel by car.

Creating a market for parking should distinguish between short-term parking, needed by shoppers and clients of businesses; two- to four-hour parking, needed by clients, businesses and restaurants; all-day parking needed by employees and commuters; and multi-day parking required by residents and some transit users.

- **Short-term parking.** The parking market place should seek to encourage a high turnover of the most convenient parking spaces. This can be accomplished by establishing higher prices for more convenient spaces and by regulating the length of time a vehicle can park in one place.
- **Medium-term parking.** Medium-term parking does not need to be as convenient as short term-parking, but it does need to be easy to find. Rates should be less. Since medium term spaces will be used by visitors to Asbury Park, it also needs to provide a higher appearance of security.
- **Employee and commuter parking.** Commuters and employees will be making their trips on a regular basis and therefore can learn where parking is available. These users can also walk up to 1,000 feet from their secure parking space. Pedestrian routes however have to be secure, appear convenient and should not involve major roadway crossings. Routing these parkers past convenience retail can help to encourage retail activity. Restaurants near train stations can become meeting places and will also help to stimulate sidewalk activity.
- **Residential parking.** Many urban residents do not use their vehicles on a regular basis and thus some permanent parking spaces close to residences are needed. Furthermore, residents want to be able to access parking that is very convenient to their residences, especially if they are returning with groceries or other goods. As a result, an off-street dedicated space will often be required for at least 75 percent of new units, although again pricing can be used to determine how many spaces need to be reserved for residents.

Urban housing is often of special value to persons physically incapable of driving; as a result, not every unit will require a space. Using the marketplace to determine how many reserved spaces are required will also assure that unneeded spaces can be made available to others, including guests.

Off-street parking contained within a development will usually be managed by the property owner. However, development regulations can be used to assure that the parking be made available to the general public at a price.

Comprehensive Parking Management Plan

The City of Asbury Park is currently in the process of implementing a comprehensive parking management plan for Main Street, the Central Business District, and the Waterfront Redevelopment Area. The plan as currently proposed includes the following elements:

- Create a Parking Utility to manage the parking system
- Establish two-hour parking limits and higher hourly rates along streets where a greater turnover of spaces is needed (i.e., shopping areas, restaurants, etc.)
- Establish four-hour parking areas in places with less parking demand relative to supply to serve clients and customers who require longer stays
- Provide permit parking and monthly passes for use by employees; permit and pass parking would be located in the Bangs Avenue parking garage, in city owned surface parking lots, and in any new parking garage subject to city management
- Provide all day customer parking in these same areas
- Install a “pay by space” multi-space parking meter system that is computer controlled and provides flexibility in payment options

The use of the “pay by space” system requires that parking spaces be clearly marked and numbered, and this marking will have to be maintained on a regular schedule.

As this redevelopment plan was being completed, ordinances adopting various aspects of the program were being adopted by the City Council, and it is anticipated that the parking meter system will be operational by the fall of 2008.

The parking garage proposed to serve the new municipal building should be constructed in conjunction with a “cash-out parking” policy under which employees are provided a one-time salary increase equal to the daily cost of parking. With such a policy, those workers who would prefer to keep the cash and walk, bike or take transit to their jobs would be encouraged to do so. Free parking, especially in a multi-story parking garage, is not free, and the users of the garage can better appreciate its cost if they pay for some or all of the cost.

Shared Parking

Because of the perceived existing shortage of parking spaces, it is important to require new developments to provide some off-street parking to accommodate new parking demand. In calculating projected parking demand, developers should take advantage of the differences in parking demand created by different types of land uses.

Shared Parking is an analytical technique that evaluates the shifting pattern in parking demand that different land uses demonstrate. For example, movie theaters and churches attract most of their clients during non-working hours and have reduced parking demands during working hours. Conversely offices attract workers and visitors during working hours. The two types of land uses demonstrate off-setting peak parking demand.

By evaluating the differing patterns in parking demand, shared parking techniques can take into account the reduced total amount of parking required to support a mixed use development. This process is documented in the third edition of *Parking Generation* published by the Institute of Transportation Engineers and should be permitted and encouraged.

Some retail stores on Main Street have provided extensive amounts of off-street parking. As indicated in the above discussion, peak parking only occurs during a short period, so much of the available off-street parking is left unused, even during periods when demand for parking may be high.

Property owners are encouraged to identify methods of sharing unused parking spaces. For example, commuter parking can be made available during evenings for restaurant users. Some convenience retail parking could be made available for abutting uses that lack adequate parking during non-peak retail periods.

Steiner Place

Metered on-street parking should be created along Steiner Place on the east side of the railroad tracks to maximize efficiency. Specific locations include Steiner Place between Fourth and Fifth Avenues and Steiner Place between Sunset and Seventh Avenues. During the planning process, the City considered the extension of Steiner Place to create additional parking opportunities and for improved access to existing businesses. However, property acquisition by eminent domain would be necessary, resulting in the loss of certain existing commercial structures. Furthermore, property acquisition by eminent domain is not called for in the Main Street Redevelopment Plan. Therefore Steiner Place is not recommended for extension except as a component of a redevelopment project proposed by a developer who controls the needed right-of-way. Concept drawings have been provided to illustrate how a developer could construct such an extension (see page 58).

Underutilized Vacant Lots for Near-Term Parking

There are a few locations along Main Street with interior or corner vacant unimproved lots that should be considered for temporary off-street public parking until the lots are developed or other more formal solutions are created. These lots should be well landscaped and illuminated. Such a location could include the vacant parcel on the northeast corner of Fourth Avenue and Main Street.

Merchant Parking in Bangs Avenue Garage

The State has turned over the parking garage on Bangs Avenue (between Bond and Emory Streets) to the City, allowing the City to control parking pricing. The City should encourage downtown merchants to park in the garage, thereby reserving on-street parking for customers.

Signage for Off-Street Parking

While downtown Asbury Park has a variety of convenient off-street parking options available to customers, none of them are well-signed. The City should institute a signage campaign throughout the Main Street corridor to advertise this parking and clearly direct patrons to it. Better use of off-street parking would relieve the on-street parking shortage.

Parking Requirements

Minimum parking requirements

Traditionally, development ordinances have established minimum parking requirements for different types of land uses that are higher than anticipated parking demand, thereby assuring that parking will not impact other land uses, but also assuring that large amounts of unused parking will be constructed. This represents a wasted investment in infrastructure, makes areas less interesting and more threatening to walk through and encourages drivers to drive from store to store rather than walk there.

This plan proposes reduced minimum parking requirements based on an assumption that fewer people will be driving to and from individual land uses and that major new developments will be market driven and will include parking as necessitated by market forces. Structured parking is envisioned to satisfy parking demand within the Civic Core/South Gateway. In the remaining Character Districts, the amount of parking that can be provided on any single property is limited by the building requirements described in Section 7.

Parking yields have been estimated for each of the illustrated redevelopment concepts presented at the end of Section 7. These parking yields indicate how increased parking can be incorporated into redevelopment projects and have been reviewed to assure that the amount of parking being provided would be in balance with the proposed new development.

In evaluating major new developments, the Board hearing the development application should refer to *Parking Generation*, an informational report published by the Institute of Transportation Engineers (ITE). Most parking

demand rates presented in the ITE report reflect suburban locations and would be inappropriate for Main Street. However, the report does provide data regarding typical parking demand in urban locations for some land uses.

The Residential Site Improvement Standards (NJAC 5:21-1.1 et seq.) establish parking requirements for residential developments including the residential components of mixed use developments. The RSIS standards for low and mid-rise apartments currently require substantially more parking than the typical demand at these types of lands uses, especially in an urban location. However, the RSIS also allow applicants to demonstrate that alternative parking standards should be used to reflect local conditions. Boards hearing applications for development in the Main Street Redevelopment Area should encourage applicants to project parking demand using the ITE Parking Generation report and to present evidence to the Board regarding the appropriateness of the alternative standard.

Because parking demand along Main Street will be greater than some nearby areas, it will be appropriate for developers to make use of off-premise parking arrangements, especially for employee parking. Developments that involve the reuse of existing buildings that lack parking will also have to use off-premise parking resources. An application for approval for a redevelopment project that considers off-premise parking arrangements should be required to include a “Parking and Traffic Assessment” as discussed in §30-59.10 for use by the Board in evaluating the appropriateness of the parking program being suggested.

Maximum parking requirements

Maximum parking requirements are proposed as part of this redevelopment plan to limit the number of parking spaces, especially surface parking. An applicant should not be permitted to construct parking in excess of these maximum limits unless the applicant proposes to share that parking with the public and other land owners as discussed previously.

Rail Access to New York City

This redevelopment plan supports transit upgrades to improve access from the Asbury Park NJ TRANSIT (NJT) station to New York City. Currently, NJT’s

commuter rail service from Asbury Park to New York City terminates at Long Branch. On weekdays, NJT offers a limited number of direct diesel trains to and from Hoboken. All other trains serving Asbury Park consist of diesel trains that shuttle between Bay Head and Long Branch where passengers must transfer to electric powered trains for service to New York. NJT had previously proposed to extend electrification to Asbury Park so that New York service could be extended to the City. However, capacity constraints limit the ability of NJT to operate additional trains into and out of New York City during peak travel periods on weekdays.

As a result, even if the railroad were to be electrified to Asbury Park, NJT might not be able to operate additional trains into the city. Furthermore, on weekends capacity to the city is restricted because of continuing maintenance on the two single track tunnels that now provide access into New York City. Because of capacity constraints, the primary transit agencies are investing in a series of major investment projects to improve access into Manhattan, including Penn Station improvements, bridge expansion, and a new parallel rail system from the Meadowlands to mid-town Manhattan called “Access to the Region’s Core”, including the acquisition of dual-mode locomotives.

NJT’s “dual-mode” locomotives would be capable of operating on both diesel and electric power. As a result, they would be able to provide direct service from Bay Head and Asbury Park into Manhattan. The Access to the Region’s Core project would increase the number of trains arriving in New York on the North Jersey Coastline during peak and non-peak hours. The combination of new trains and new trans-Hudson capacity allowing for more trains to operate between Asbury Park and New York would make the Asbury Park station much more desirable to both commuters and occasional users of the rail line, and should increase the desirability of residential units and offices located in close proximity to the station.

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7. REDEVELOPMENT PLAN & STRATEGIES

This section:

- Presents proposed land uses, building requirements, and design standards by character district.
- Presents general building design requirements for all developments.
- Identifies key parcels for redevelopment or rehabilitation and assigns them a level of priority.
- Provides details on specific redevelopment or rehabilitation activities called for in this plan. Includes illustrations demonstrating the land use, building, and design objectives of these activities.

Proposed Land Uses & Building Requirements by Character District

The proposed land uses, building requirements, and design standards listed and described in the following tables supersede all provisions of the City of Asbury Park Zoning Ordinance that are specifically addressed herein as they relate to the area governed by this plan. For items not addressed within the Plan, the Land Development Regulations of the City shall be utilized.

PROPOSED LAND USES & BUILDING REQUIREMENTS BY CHARACTER DISTRICT

ELEMENT	CIVIC CORE / SOUTH GATEWAY	COMMUNITY SHOPPING ZONE	ASBURY AVENUE GATEWAY	SUNSET PARK	NORTH GATEWAY
LAND USES					
Principal Uses	Municipal government; art galleries and exhibition spaces; theaters and performance spaces; retail stores; restaurants (dine-in); multifamily residential (except on ground floor); hotels, lodging and conference facilities; professional, medical, and business offices; banks and fiduciary institutions; health and fitness centers; personal services; bars	Retail stores; personal services; restaurants (dine-in); professional, medical, and business offices; childcare facilities; dance studios, martial arts schools, and similar instructional schools; bakeries; laundromats; multi-family residential (except on ground floor) The following uses are permitted, but not in properties with Main Street frontage: cabinetmakers; furniturermakers; glass and mirror cutters; machine shops; welders; manufacture / tangible products; warehousing; wholesaling; repair shops, not including motor vehicle; artist live/work space; artist studios	Retail stores; restaurants (dine-in); multifamily residential (except on ground floor); artist live/work space; art galleries and exhibition spaces	Open space; multifamily residential (except on ground floor); art galleries and exhibition spaces; professional, medical, and business offices; retail stores; restaurants (dine-in)	Retail stores; restaurants (dine-in); multifamily residential; single- or two-family residential; banks and fiduciary institutions
Conditional Uses	n/a	Public parking garage operated by City of Asbury Park's Parking Utility	Public parking garage operated by City of Asbury Park's Parking Utility	n/a	Drive-thru facilities as part of a principal use
Accessory Uses	Structured parking	Off-street parking and loading	Off-street parking and loading	Off-street parking and loading	Off-street parking and loading
Prohibited Uses	Nursing homes, licensed health care facilities, soup kitchens and food pantries, houses of worship and places of assembly, social clubs, retail sales and service establishments providing goods and repair services for vehicles, used car sales, motor vehicle repair garages, motor vehicle body repair garages, gas stations, check cashing services, automobile rental, appliance rental, adult entertainment including adult arcades, adult bookstores, adult cabarets, adult motion picture theaters, and adult theaters. Drive-thru facilities are prohibited, except in the North Gateway.				

PROPOSED LAND USES & BUILDING REQUIREMENTS BY CHARACTER DISTRICT					
ELEMENT	CIVIC CORE / SOUTH GATEWAY	COMMUNITY SHOPPING ZONE	ASBURY AVENUE GATEWAY	SUNSET PARK	NORTH GATEWAY
BULK & LOT REQUIREMENTS					
Lot Requirements	No minimum lot size or width				
Setbacks	<i>Front yard:</i> 0 ft. Recesses of up to 15 ft are permitted for outdoor seating or dining areas or art displays. <i>Side yard:</i> 0 ft. <i>Rear yard:</i> 0 to 10 ft.	<i>Front yard:</i> 0 ft <i>Side yard:</i> 0 or 5 ft. <i>Rear yard:</i> 10 to 25 ft.	<i>Front yard:</i> 0 ft. Recesses of up to 10 feet are permitted for outdoor seating or dining areas or art displays. <i>Side yard:</i> 0 or 5 ft. <i>Rear yard:</i> 20 ft. min.	<i>Front yard:</i> 0 ft. Recesses of up to 10 feet are permitted for outdoor seating or dining areas or art displays. <i>Side yard:</i> 0 or 5 ft. <i>Rear yard:</i> 10 to 25 ft.	<i>Front yard:</i> 0 ft. Recesses of up to 10 feet are permitted for outdoor seating or dining areas or art displays. <i>Side yard:</i> 5 to 15 ft. <i>Rear yard:</i> 20 ft. min
Building Frontage at Setback	min. 90%	min. 90%	min. 90%	min. 60%	min. 60%
Lot Coverage	min. 75% to max. 90%	min. 65% to max. 90%	min. 55% to max 90%	min. 55% to max. 80%	min. 55% to max. 70%
Impervious Surface Coverage	max. 90%				
Height	min. 2 to max. 8 stories, or 90 ft.	min. 1 to max. 3 stories, or 35 ft.	min. 2 to max. 4 stories, or 45 ft.	min. 2 to max. 4 stories, or 45 ft.	min. 2 to max. 4 stories, or 45 ft.
Off-Street Parking	Surface parking not permitted. Underground and aboveground parking structures permitted. Access to structured parking is permitted from Main Street.	Surface parking permitted in rear yard. Minimum of 4 ft. wide landscaped buffer along street and neighboring property.	Surface parking permitted in rear yard. Minimum of 4 ft. wide landscaped buffer along street and neighboring property.	Surface parking permitted in rear yard. Minimum of 4 ft. wide landscaped buffer along street and neighboring property.	Surface parking permitted in rear yard. Minimum of 4 ft. wide landscaped buffer along street and neighboring property. New access driveways to off-street parking from Main Street are prohibited.

General Building Design Requirements for All Developments

The design guidelines for the Main Street Redevelopment Plan shall be the UEZ Design Guidelines with the following supplements:

- 1. Doors & Walls.** All buildings with frontage along Main Street must have front doors and windows facing Main Street. Blank walls are not permitted facing Main Street. Side walls that face public streets must have windows and should have doors.
- 2. Entrances.** Each street-facing ground-level business must have a separate entry. Buildings located on corner parcels are encouraged to place primary entrances at the corner.
- 3. Openings & Transparency.** The area of window and door openings on any wall facing a street must be at least 30% of the area of the wall. The ground floors facing Main Street must have a transparent area of at least 70% of the total wall area of the ground floor facing Main Street.
- 4. Trash, Service & Loading.** Trash, service, and loading areas shall not be located along street frontage and shall be screened from view from public streets, open areas, residential areas, and pedestrian corridors.
- 5. Fences.** Fences are not permitted in front yards. Fences in rear and side yards may not exceed 6 feet in height. Decorative finials or caps may be placed on fence posts and may exceed the maximum permitted fence height by no more than 6 inches. Chain link fencing, vinyl fencing, and the use of barbed or razor wire are prohibited.
- 6. Balconies.** Balconies for residential units on upper stories may not extend more than 4 feet into the public right-of-way.
- 7. Materials.** Facades of buildings shall be constructed of high-quality materials. The use of exterior insulated finishing systems (EIFS) and vinyl siding is prohibited.
- 8. Addresses.** All buildings shall be clearly identified by street address. Street numbers shall be located directly above or near each door, and shall

contrast well with the background they are placed on. On buildings with multiple addresses, street numbers shall be the same size and font.

- 9. Public Art.** Public art should be provided as part of or within public spaces created by new development. Art should be designed in consultation with the Arts Coalition of Asbury Park.

The following are additional building design requirements for structures within certain character districts.

Civic Core / North Gateway

- The development of “green buildings” is highly encouraged. Developments in this district are encouraged to be designed, constructed, and operated so they could meet the criteria for a LEED-certified rating by the U.S. Green Buildings Council.
- New structures shall be designed in sections of between 50 and 75 ft. in width along the street frontage. Sections can be expressed through architecturally-articulated bays, variations in setback, changes in window patterns, changes in material, or other similar techniques.
- New structures shall have a maximum height of 5 stories, or 65 ft. Towers may extend the maximum height of these buildings to 8 stories (plus ornamentation and mechanical penthouse space) if no structure above the 5th story is wider than 70 ft. Towers may not be placed closer than 80 ft. apart.

Community Shopping Zone

- New structures shall be designed with a side-to-side rhythm of approximately 25 to 35 ft. This can be expressed through means such as architecturally articulated bays, variations in setback, window patterns, or changes in material. Cornice lines should reflect this rhythm through variation in height or setback from the street.
- The maximum length of a horizontal facade or side wall, without a significant architectural break or setback, is 100 ft.

- Multi-story structures shall be designed with a composition that differentiates between the ground level and upper levels. This can be expressed through features such as setbacks, changes in materials, bands or other linear ornamentation.
- Facades of buildings shall be constructed of or faced with high-quality, natural brick, stone, cast stone, structural metals, stucco/plaster, or wood. Variety in building materials is encouraged.
- The construction or rehabilitation of buildings should be undertaken in accordance with the Asbury Park UEZ Design Guidelines.

Asbury Avenue Gateway

- Parcels located at the corner of Main Street and Asbury Avenue shall have entrances either on the corner or on both streets.
- Parcels located at the corner of Asbury Avenue and Memorial Drive shall have front doors on Asbury Avenue.
- The ground floors facing Asbury Avenue must have a transparent area of at least 70% of the total wall area of the ground floor facing Asbury Avenue.

Sunset Park

- Facades of buildings shall be constructed of or faced with high-quality, natural brick, stone, cast stone, structural metals, stucco/plaster, or wood. Variety in building materials is encouraged.
- The construction or rehabilitation of buildings should be undertaken in accordance with the Asbury Park UEZ Design Guidelines.

North Gateway

- Facades of buildings shall be constructed of or faced with high-quality, natural brick, stone, cast stone, structural metals, stucco/plaster, or wood. Variety in building materials is encouraged.
- The construction or rehabilitation of buildings should be undertaken in accordance with the Asbury Park UEZ Design Guidelines.

- Drive-thru facilities require a conditional use permit. The design of drive-thrus and drive-up windows shall conform to the following requirements:
 - » Stacking lanes shall be located at the rear and/or side of the building. Stacking lanes shall not be located between the building and the street.
 - » Drive-thru facilities should be designed so that it is not necessary for pedestrians to cross stacking lanes. Where pedestrians have to cross stacking lanes, the pavement shall be demarcated with crosswalks and/or paving treatment to aid in pedestrian comfort and safety.
 - » All light fixtures shall be shielded so light does not spill onto adjoining properties.

Green Building Design

The protection of the natural environment is a key element to Asbury Park's overall redevelopment effort. Building projects in the Main Street Redevelopment Area should incorporate resource efficiency through green building design, utilizing the green building rating system known as Leadership in Energy and Environmental Design (LEED). This standard was developed by the United States Green Building Council membership. Green building design offers the advantages of reduced energy and operating costs while at the same time using less materials.

- Solar panels, green roofs, storm water recharging systems and solar powered lighting are some methods that could be used to increase resource efficiency.
- The use of high efficiency fixtures can reduce energy consumption.
- Specify building products with recycled content and that are manufactured regionally.
- Specify ENERGY STAR appliances to help reduce energy consumption.
- Operable windows should be provided for all non-residential as well as residential spaces.

Parking Requirements

The table presents minimum and maximum parking requirements for all character districts in the Main Street Redevelopment Area.

PARKING STANDARDS			
Land Use	Unit	Min. No. Spaces / Unit	Max. No. Spaces / Unit
RESIDENTIAL USES			
Single-family or two-family residences	per dwelling unit	1.5	2
Multifamily residences	per unit	0.9	1.5
Planned residential development	per unit	1.25	1.75
COMMERCIAL USES			
Convenience store	per 1,000 sf	2.5	4
Retail services	per 1,000 sf	2	4
Supermarket	per 1,000 sf	3.5	4.5
General office, banks, research/lab	per 1,000 sf	2.5	3.5
Physicians, dentists, chiropractors	per 1,000 sf	3	4
Movie theater, church, etc.	per seat	0.2	0.3
Hotel, motel, rooming house or equivalent	per room	0.75	1
Restaurant, nightclub, bar	per 1,000 sf	15	18
SCHOOLS			
Nursery schools, day care centers	per employee	1	1.3
Elementary, middle schools	per student	0.15	0.3
High schools	per student	0.2	0.3
Colleges, universities, professional institutes	per student	0.3	0.4
<p><i>For all other uses, parking standards shall be established using the ITE report Parking Generation, as follows:</i></p> <p><i>Min: 33rd percentile parking demand</i></p> <p><i>Max: Either the average peak parking demand rate or the current City of Asbury Park minimum parking requirement, whichever is greater</i></p>			

Relationship to RSIS for Residential Developments

The parking requirement established by this Redevelopment Plan for apartment units is lower than the parking required by the Residential Site Improvement Standards. The lower rate is adopted in recognition that the ITE Parking Generation report indicates that nearly all residential apartment complexes, even in suburban areas, generate fewer parking spaces than required by RSIS.

Shared Parking

In accommodating the parking demand for a development, applicants are encouraged to apply shared parking procedures as described in the Institute of Transportation Engineers report *Parking Generation* and the Urban Land Institute report *Shared Parking*. Minimum parking requirements may be waived if a Shared Parking analysis indicates that a site will provide sufficient parking to accommodate projected demand using the shared parking methodology.

Reduced Parking

An applicant may request the reviewing board to waive the minimum parking requirement by documenting that adequate on-street parking would be available, that off-site parking will be used for a portion of the parking demand or that unique aspects of the development and its location will result in less parking demand.

In considering whether adequate parking will be available to support the proposed land use, the board shall consider the extent to which the land use will be able to capture its customers from persons already present in the area located within a quarter mile of the site.

Additional Off-Street Parking Requirements

The following standards apply to off-street parking:

- Under ground and above-ground parking structures are permitted. Above ground parking structures must have active, ground-floor uses such as retail stores that face the street or must be screened by buildings with residential and/or commercial uses.
- Parking structures must display similar architectural quality, scale and

massing to surrounding structures on all facades.

- Parking structures must not express sloping decks in the facades of the structures. Architectural elements in the facade shall be expressed as horizontal, level lines similar to other building uses.
- One-way driveways shall not exceed 14 feet in width. Two-way driveways shall not exceed 24 feet in width. Driveways shall be separated from adjoining properties by a landscaped buffer of at least 4 feet in width.
- Boards hearing redevelopment applications that include off -street parking facilities should determine whether those facilities are appropriately situated to permit sharing with nearby land uses. If shared parking is feasible, it should be required as a condition of approval.
- The Board should require any new development that provides off -street surface parking to connect that parking to abutting parking lots through the use of cross-access easements. Consideration should be given to creating continuous alleys parallel to Main Street or interconnected parking lots aligned to permit access to cross streets rather than Main Street.

Conditions for Parking Garages

Parking garages in the Community Shopping Zone and Asbury Avenue Gateway require a conditional use permit. Parking garages shall conform to the following requirements:

- Parking garage shall be operated by the parking utility of the City of Asbury Park or shall be operated in cooperation with the parking utility
- Parking garage shall be open to the general public on a fee basis.
- Any façade that faces onto Main Street, Banks Avenue or Asbury Avenue shall have ground-floor retail stores or other commercial uses facing the street.
- All facades shall display architectural quality, scale and massing that is comparable to surrounding structures.

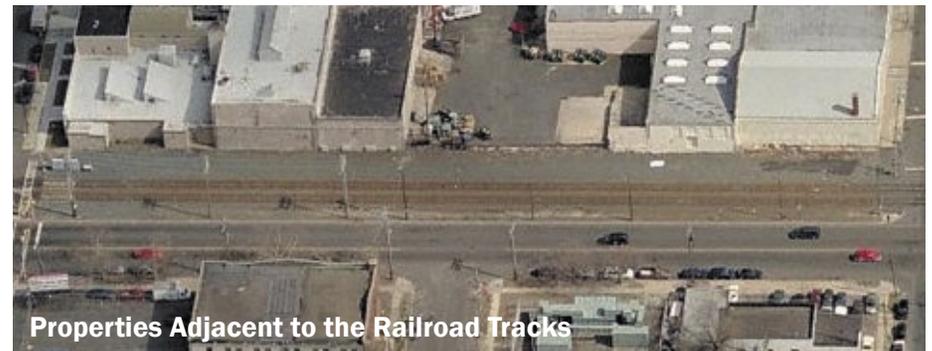
- The maximum height of the garage shall be 60’ or the typical peak elevation of buildings surrounding the garage, whichever is less.

Additional Building Design Requirements for Properties Adjacent to the Railroad Tracks

The railroad tracks are often cited by residents as representing a dividing feature between the eastern and western parts of Asbury Park. This Redevelopment Plan encourages efforts to better connect these parts of Asbury Park through landscape treatments and attention to building design. Landscape treatments within the railroad right-of-way are described in Section 8.

The designs of buildings within the Main Street Redevelopment Area that are adjacent to the railroad tracks contribute to the feeling of a division between the eastern and western parts of Asbury Park. Most of these buildings are oriented toward the east-west streets. The western walls of many of these buildings—the walls that face the railroad tracks and, therefore, the western part of Asbury park—are largely blank and windowless.

This Redevelopment Plan recommends that these western-facing walls have a transparent area of at least 30% of the total area of the wall. Artistic treatments such as murals—designed through a community process—are also recommended, especially on existing structures. Signs may be permitted at the discretion of the Planning Board. These building design and artistic treatments also can help create a welcoming sense of arrival for train passengers and motorists heading into Asbury Park.



Properties Adjacent to the Railroad Tracks

Design Requirements for Artist Live/Work Units

Artist live/work space is permitted within the Asbury Avenue Gateway and Community Shopping Zone districts. The following standards apply to artist live/work units:

1. The total size of a live/work unit for one artist shall be at least 900 square feet. Live/work units should have an open design and be flexible so living and working spaces can be configured by the individual resident. Living space shall not occupy the ground floor street frontage of any live/work unit.
2. Occupancy of an artist live/work unit shall be limited to one person per 300 square feet of floor area, exclusive of the work area.
3. Natural light shall be provided wherever feasible.
4. Electrical capacity should meet the various needs of different art forms.
5. Sound muffling should be provided in the walls, floors, and ceilings between units and between units and neighboring buildings.
6. Work sinks should be provided in each unit.
7. Studios and hallways should be of oversize width to accommodate the shipping of large works.
8. Loading bays should be located directly adjacent to a direct route to elevators. Freight elevators should be provided to carry oversize/overweight objects.
9. Ventilation and air handling systems should be installed to ensure the safety and health of residents, visitors, and neighbors. All units should provide venting via the outside wall while providing a central ventilation system to the roof.
10. Common area should be provided for the exhibition of work and socializing.

Sign & Awning Standards

Signs provide necessary advertisement for non-residential uses and provide identification for residential developments. City Code Section 30-61.8 regulates signs and awnings in Asbury Park. The standards below represent additional regulations for all properties located within the Main Street Redevelopment Area.

Signs Not Permitted

1. Internally-illuminated awnings and awnings with bottom panels.
2. Pole-mounted signs.
3. Signs mounted to rooftops.
4. Signs that project above the main cornice line.
5. Signs with flashing or intermittent illumination.
6. Signs with electronic messages.

Sign Types and Quantities Permitted

1. Wall signs consisting of a single panel or individual letterforms mounted on a supporting framework. One wall sign is permitted for each ground floor business address. Corner properties are permitted one wall sign for each building face facing a public street. Individual letterforms may be internally-illuminated.
2. Projecting signs. One projecting sign is permitted for each ground floor business address. Corner properties are permitted one projecting sign for each building face facing a public street.

The use of wall signs and projecting signs shall not be combined for the same establishment.

3. Awnings. Awnings are permitted for each ground floor business address. Corner properties are permitted awnings on each building face facing a public street. Corner properties are not permitted to have awnings that

wrap around the building.

4. Neon signs consisting of letterforms and shapes applied behind storefront glass. One neon sign is permitted for each ground floor business address. Corner properties are permitted one neon sign for each building face facing a public street. Second floor businesses are permitted one neon sign for each second floor business.
5. Window lettering and signs, as per City Code Section 30-61.8
6. Temporary window lettering and signs, as per City Code Section 30-61.8.
7. Door signs consisting of letterforms and logo art applied on door glass.

Sign Regulations

1. Wall signs.
 - a. Dimensions. The area of wall signs shall not exceed 2 sq. ft. per linear foot of street frontage, with a maximum area of 40 sq. ft. Letters shall not be taller than 18 inches in height. Wall signs shall not project more than 6 inches.
 - b. Placement. Wall signs shall be mounted flat on the building facade. The top of a wall sign shall extend no higher than two inches below the bottom of the window sills or projected bay located on the second story of the building face, or fourteen feet above the street line, whichever is lower. Wall signs should not interfere with door and window openings or conceal architectural details or features.
2. Projecting signs.
 - a. Dimensions. A projecting sign shall not project more than four feet from the wall to which it is attached. The height of projecting signs on single story buildings shall not exceed four feet. The height of projecting signs on multi-story buildings shall not exceed eight feet.
 - b. Placement. The lowest part of the projecting sign shall be at least 7 feet above the sidewalk.

EXAMPLES OF SIGN AND AWNING TYPES AND PLACEMENTS THAT ARE NOT PERMITTED

WRAP-AROUND AWNING



SIGNS ABOVE ROOF-LINE



INTERNALLY-ILLUMINATED AWNING

3. Awnings.
 - a. Dimensions. Awnings shall not project more than five feet over the sidewalk. Letterforms and logo art applied to awnings shall not be taller than 12 inches. Letterforms and logo art applied to the face of an awning shall not occupy more than 20 percent of the area of the awning face.
 - b. Placement. The top of an awning shall extend no higher than the bottom of the window sills or projected bay located on the second story of the building face, or fourteen feet above the street line, whichever is lower. The lowest part of the awning shall be at least 7 feet above the sidewalk. Awnings should not conceal architectural details or features.
4. Neon signs.
 - a. Dimensions. The area of neon signs shall not exceed 5 sq. ft.
 - b. Placement. Neon signs shall only be permitted to be mounted behind storefront glass.
5. Window lettering and signs.
 - a. Dimensions. Permanent window lettering and signs shall be permitted only if the space confining such lettering and signs, or the background upon which it appears, does not exceed twenty (20%) percent of the window area. Any painted area of any window shall be construed as window lettering or signs, whether or not such area actually contains letter or advertising (from City Code Section 30-61.8)
 - b. Placement. All window lettering and signs shall be inside the window (from City Code Section 30-61.8).
6. Temporary window lettering or signs.
 - a. Dimensions. The total area of all temporary window lettering or signs, plus the area of permanent window lettering and signs, shall not cover, in the aggregate, more than fifty (50%) percent of the window area (from City Code Section 30-61.8).
 - b. Placement. All temporary window lettering or signs shall be inside the

window.

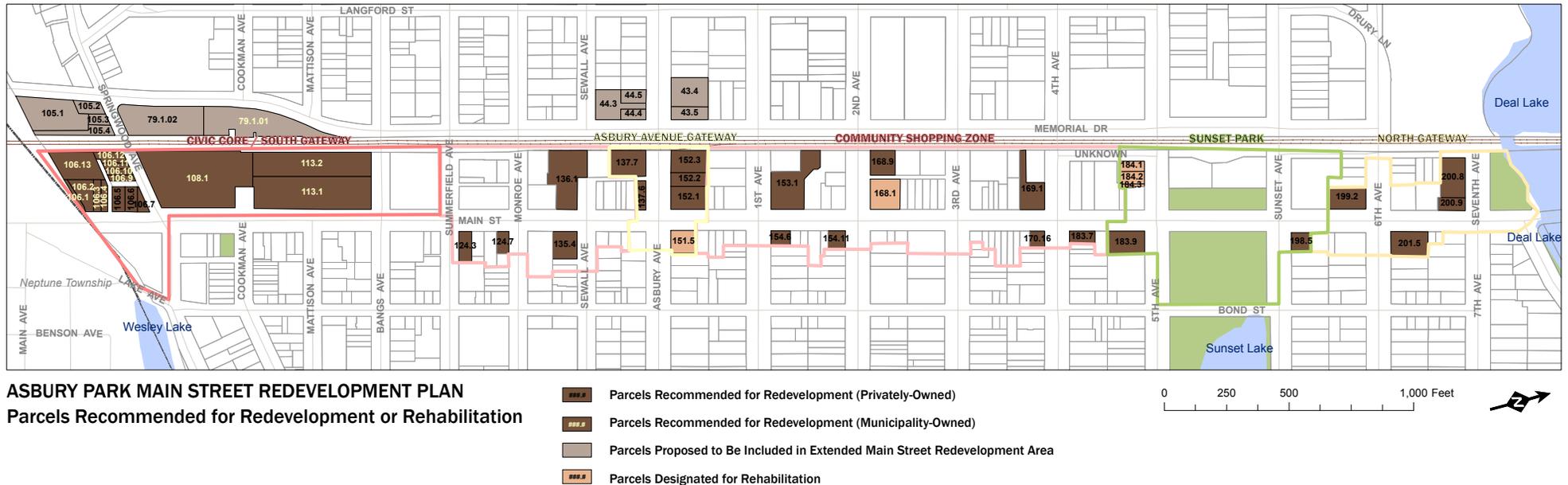
7. Door signs.
 - a. Dimensions. Door signs shall not cover more than 20 percent of the door glass on which they are applied.
 - b. Placement. Door signs shall be applied behind door glass.

Signing Plans

Multi-use or multi-structure developments shall submit a Signing Plan to the Planning Board for approval, pursuant to City Code Section 30-61.6.f.1 and 30-61.6.f.2. Within the Civic Core / South Gateway and Asbury Avenue Gateway character districts, such developments may be permitted to deviate from these sign regulations if the Planning Board determines, at its sole discretion, that the proposed signing plan for such developments meets the urban design objectives of these character districts.

Key Redevelopment and Rehabilitation Parcels

The map on this page identifies parcels that the City has recommended for redevelopment or rehabilitation. This map also highlights a number of parcels outside of the existing Main Street Redevelopment Area that are recommended to be included in an extended Main Street Redevelopment Area. Redevelopment and rehabilitation actions will be undertaken by private propertyowners and developers without the use of property acquisition by eminent domain.



Recommended Redevelopment or Rehabilitation Activities & Identification of Redevelopment or Rehabilitation Parcels

Civic Core / South Gateway

- **Municipal Building Redevelopment.** Parcels 113.2 and 113.1 are recommended for redevelopment. These parcels are currently owned by the City of Asbury Park. These parcels would be developed in phases with a new municipal building and mixed-used structures with ground floor retail and upper-story offices and residential units. The mixed use structures would wrap around a parking garage that would serve this district. The Transportation Center and its surroundings would be improved in accordance with the Asbury Park Transportation Improvement Study.
- **Block 108 Redevelopment & Main Street Plaza Project.** The frontage of Parcel 108.1 includes both programmed hardscape and unprogrammed open space, also called the “bowl.” Much of this space, which is infrequently used, is designated open space by the New Jersey Department of Environmental Protection’s (NJDEP’s) Green Acres Program. The Asbury Park Transportation Study includes several recommendations for this space, including trimming trees and removing hedges that obscure the Transportation Center, its sign, and its parking lot. This Redevelopment Plan recognizes the importance of preserving open space and supports the Transportation Study’s recommendations for landscaping improvements. However, given this parcel’s prime, highly-visible location in the heart of Asbury Park’s Civic Core and its proximity to the Transportation Center, it represents a strong opportunity for redevelopment that furthers the concept of transit-oriented development, yet preserves and makes usable some of the existing open space. This Redevelopment Plan recommends this portion of Parcel 108.1 for redevelopment. This Redevelopment Plan recommends the development of the southern portion of this open space with a mixed use structure. The northern portion should be transformed into an attractive public “Main Street Plaza.” The portion of Green Acres open space that is developed will be swapped with new open space within the Municipal Building Redevelopment. This proposal will require negotiating with NJDEP.

- **Block 106 Redevelopment.** All of the parcels within Block 106 are recommended for redevelopment. With the exception of parcels 106.5, 106.6, and 106.7, all of the parcels in this block are owned by the City. These parcels would be developed into mixed use-structures with ground floor retail space and upper-story offices and residential units. City functions that took place on this block would be relocated to Block 35.
- **Block 79 & Block 105 Redevelopment.** The Main Street Redevelopment Area should be extended to include these blocks, which should be redeveloped in conjunction with the other redevelopment activities within the Civic Core / South Gateway. Block 105 should be redeveloped with a two- or three-story structure consisting of office and retail space. Parking for the Transportation Center should be retained. Block 79 should be redeveloped with a two-story structure consisting of retail space.

Asbury Avenue Gateway

- **Asbury Avenue Gateway Redevelopment.** Parcels 137.2, 137.5, 152.1, 152.2, and 152.3 are recommended for redevelopment. These parcels would be redeveloped into mixed-use structures with ground floor retail space and upper-story residential units and offices. The sidewalk along both sides of Asbury Avenue between Main Street and Memorial Drive is approximately 25 ft. wide. The property lines along Asbury Avenue may be extended up to a point at which the sidewalk width is reduced to no less than 15 ft. This plan recommends the extension of the Main Street Redevelopment Area to include Blocks 43 and 44. Redevelopment of portions of these blocks along Memorial Drive would help fulfill the City’s overall goal to promote interaction and movement between the east and west sides of Main Street. It would also help fulfill the vision of the Asbury Avenue Gateway exhibiting vitality in building design and activity.
- **Fire House Rehabilitation.** Parcel 151.5 is recommended for rehabilitation. The rehabilitated structure in this parcel would include a use such as a restaurant, brew pub, and/or live music venue with outdoor cafe. The fire house is already slated to be relocated to Block 36.

Community Shopping Zone

- **Surface Parking Redevelopment.** Several parcels along Main Street consist of surface parking lots fronting the street and occupying the majority of the area of these parcels. Parcels 124.3, 124.7, 135.4, 154.6, 153.1, 154.11, 169.1, 170.15, and 183.7 are recommended for redevelopment into mixed-use structures with ground floor retail permitting upper-story residential units or offices.
- **Parcel 136.1 Redevelopment.** Redevelop or rehabilitate the structure so the building is set back from the sidewalk at the same distance as the other buildings on this block. The facade should be designed and constructed in accordance with this Redevelopment Plan.

Sunset Park

- **Corner Parcel Redevelopment.** Parcels 183.9 and 198.5 are recommended for redevelopment with mixed-use structures with ground floor retail and upper-story residential units.

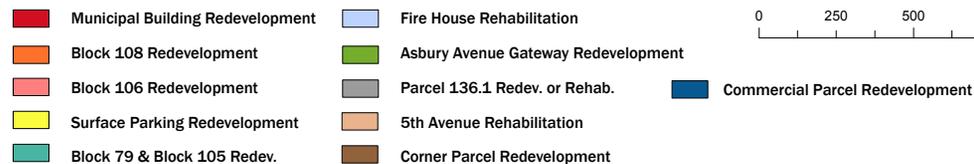
- **5th Avenue Rehabilitation.** Parcels 184.1, 184.2, and 184.3 are recommended for rehabilitation into mixed-use structures containing non-residential uses on the ground floor.

North Gateway

- **Commercial Parcels Redevelopment.** Parcels 199.2, 201.5, 200.8, and 200.9 are recommended for redevelopment with mixed use structures containing ground floor retail and upper-story residential units.



ASBURY PARK MAIN STREET REDEVELOPMENT PLAN
Redevelopment and Rehabilitation Projects



0 250 500 1,000 Feet



Affordable Housing

The City's Master Plan includes two specific objectives regarding affordable housing:

- Balance housing options in the City, including affordable housing for low and moderate-income households. Encourage the continued development of a variety of housing ranging from affordable to middle income and market rate units.
- To fully integrate affordable housing throughout the City both within projects and geographically throughout Asbury Park.

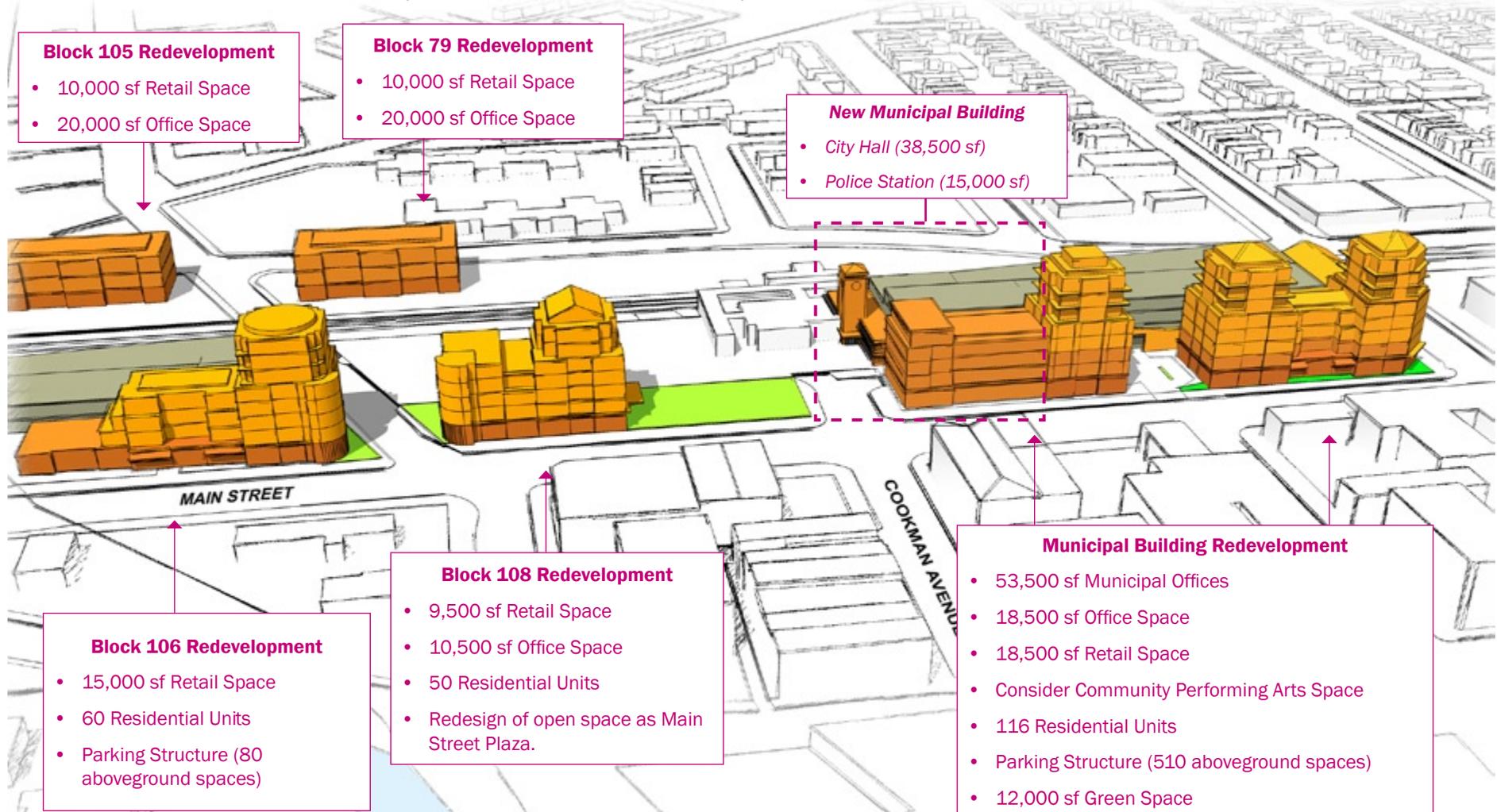
The Main Street Redevelopment Area is envisioned to include new residential development. New residential development within this Redevelopment Area must contribute toward meeting the aforementioned City-wide objectives delineated in the City's Master Plan. New residential development also must be undertaken in accordance with regulations of the Council on Affordable Housing (COAH) and the City's overall affordable housing obligations under COAH regulations.

Redevelopment Projects Illustrated: Civic Core / South Gateway

This graphic demonstrates illustrative redevelopment concepts for three redevelopment projects in the Civic Core / South Gateway district. It illustrates a concept that embodies the City’s general intent for the layout, scale, massing, and orientation of new buildings and presents preferred uses for each building.

The Municipal Building Redevelopment involves the construction of a new municipal building. The Main Street frontage of the municipal building would include all administrative offices, courts, and chambers. The rear portion of the building would house the police station, which would be integrated with the Transportation Center building and a well-disguised 500-car parking garage. This parking structure would serve the short- and long-term parking needs of the uses in this block as well as surrounding blocks. Consideration should be given to include community performing arts space into the Municipal Building Redevelopment.

The architecture of one of the tallest buildings should include a distinct, iconic, lighted beacon. This “Beacon Project” is described in Section 3 of this plan.



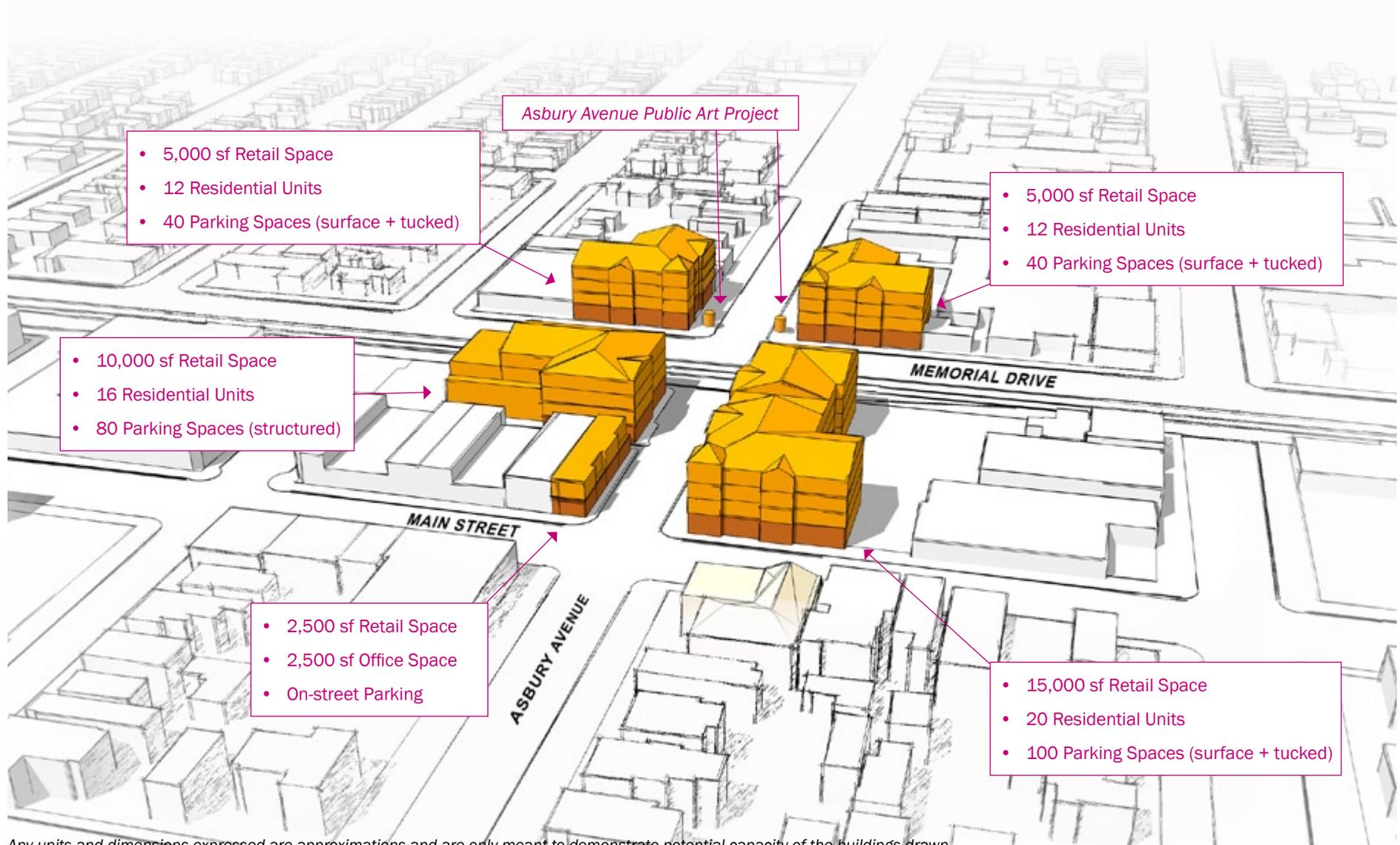
Any units and dimensions expressed are approximations and are only meant to demonstrate potential capacity of the buildings drawn.

Redevelopment Projects Illustrated: Asbury Avenue Gateway Redevelopment

This graphic demonstrates illustrative redevelopment concepts for a redevelopment project in the Asbury Avenue Gateway district. It illustrates a concept that embodies the City's general intent for the layout, scale, massing, and orientation of new buildings and presents preferred uses for each building.

The main goal for this redevelopment project is to revitalize this section of Asbury Avenue, which serves as the main passageway into the city for motorists coming from out-of-town. As such, new buildings with ground floors activated by stores or restaurants should frame this passageway.

The properties located north of Memorial Avenue are not within the Main Street Redevelopment Area.



Any units and dimensions expressed are approximations and are only meant to demonstrate potential capacity of the buildings drawn.

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8. REQUIRED IMPROVEMENTS TO THE PUBLIC REALM

Investing in the public infrastructure of the street is just as integral to the revitalization of Main Street as the redevelopment and rehabilitation of properties. This section describes and illustrates the City’s aspirations for investing in the public infrastructure of Main Street. This includes both streetscape improvements and roadway modifications.

The graphic provides guidance on the style, scale, spacing, and quantity of streetscape improvements and roadway median treatments. As the land uses and character of Main Street change from end to end, the specific “package” of streetscape improvements and roadway median treatments is expected to vary by character district. For example, commercial sections of Main Street with significant pedestrian activity, such as the Civic Core / South Gateway, should have streetlights in the median and bicycle racks, while more residential, quieter sections of Main Street, such as the North Gateway, should have a planted median but do not necessarily need to have bicycle racks.

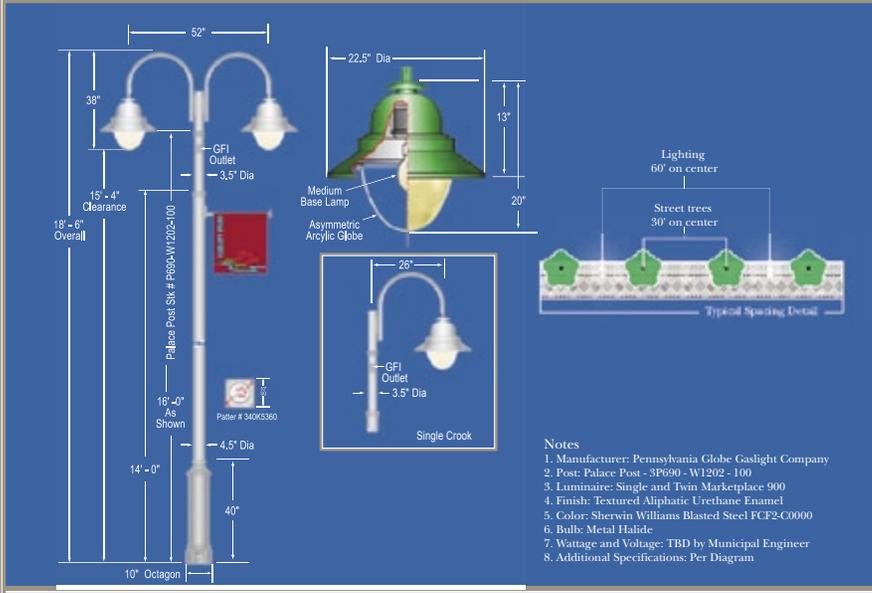
Investments in the public realm also should contribute to the City’s efforts to embody and promote environmentally sustainable practices. For example, to help maximize the life and health of street trees, they should be installed in continuous soil trenches and receive proper aeration and water infiltration. Planted medians could be designed to be rain gardens that absorb and filter stormwater runoff.

This plan recommends that the Central Business District (CBD) Streetscape Improvement Plan be used as a starting point for specifying streetscape elements for the Main Street Redevelopment Area. There are only a few major deviations from the CBD Streetscape Improvement Plan. First, consider using post-top style pedestrian lights along the sidewalks of Main Street, and double-arm lights only in the roadway median. The CBD plan recommends double-arm lights along the sidewalks of certain streets in the CBD. Second, consider using scored concrete or concrete pavers as opposed to the more expensive brick pavers.

Summary

 <p>Plainwell Bench Manufacturer - Landscape Forms Size - 72" or 96" Material - Poly coated metal Color - Brushed aluminum Note - With back. Secure to pavement</p>	 <p>Planter Manufacturer - Landscape Forms or comparable Size - varies Material - varies Color - Neutral Note - Must have drain holes</p>
 <p>Trash Can - S-42 36 Manufacturer - Victor Stanley or comparable Size - 36 Gallon Material - Poly coated Metal Color - Silver - Match Street Light</p>	 <p>Bollard Manufacturer - Landscape Forms or comparable Size - Varies Material - Poly coated Steel Color - Silver</p>
 <p>Tree Grate - SP 48" Complete. Manufacturer - Fairweather Size - 48" - 16" Ring Material/Color - Steel/ Standard Silver Note - Include Frame/Expandable Rings Expand or Replace After 10 Years</p>	 <p>Bus Shelter - Kaleidoscope Manufacturer - Landscape Forms Size - TBD Material - Poly coated metal Color - TBD Note - Curved with offset canopy. Combine with Plainwell or Canterbury Bench</p>
 <p>Bike Rack - Standard Hoop or comparable Manufacturer - Dero Size - Standard Material - Stainless Steel</p>	

Asbury Park Central Business District Streetscape Improvement Plan



52" (Total width)
 38" (Height to top of globe)
 15'-4" Clearance
 18'-6" Overall
 16'-0" As Shown
 14'-0" (Height to base)
 10" Octagon (Base)
 4.5" Dia (Post)
 4.5" Dia (Post)
 40" (Height to base)
 22.5" Dia (Globe)
 13" (Globe height)
 20" (Globe to base)
 26" (Single Crook width)
 60' on center (Lighting)
 30' on center (Street trees)
 Typical Spacing Detail

Notes

1. Manufacturer: Pennsylvania Globe Gaslight Company
2. Post: Palace Post - 3P690 - W1202 - 100
3. Luminaire: Single and Twin Marketplace 900
4. Finish: Textured Aliphatic Urethane Enamel
5. Color: Sherwin Williams Blasted Steel FCF2-C0000
6. Bolt: Metal Handle
7. Wattage and Voltage: TBD by Municipal Engineer
8. Additional Specifications: Per Diagram

Asbury Park Central Business District Streetscape Improvement Plan

Railroad Right-of-Way

The railroad right-of-way is a prominent visual feature of Asbury Park's landscape. Currently, it appears unmaintained, sparsely landscaped, and does not have clearly-defined edges. In some sections, abandoned trucks and cars appear to be parked in the right-of-way. At a minimum, the City should work with NJ TRANSIT so that the right-of-way is cleared of litter and encroachments, contain fresh landscaping treatment, and have better defined edges. The area between the tracks and Memorial Avenue could be attractively landscaped, with special treatments near at-grade crossings.

Additional Levels of Right-of-Way Enhancements

If approved by NJ TRANSIT, a supplement to this plan should be adopted that would require the developer of a new project on the east side of the railroad right-of-way to provide the following, as a minimum:

- The erection of a six foot-high wire or cast iron fence to separate the outer portion of the right-of-way from the portion of the right-of-way used for the tracks—most likely between six and eight feet from the nearest rail.
- The construction of a 6' to 8' wide walkway within the outer portion of the right-of-way (see graphic on next page).

The existing walkway along the west side of City Hall (pictured on the following page) would be an example of this treatment, except that light posts should be installed outside of the walkway.

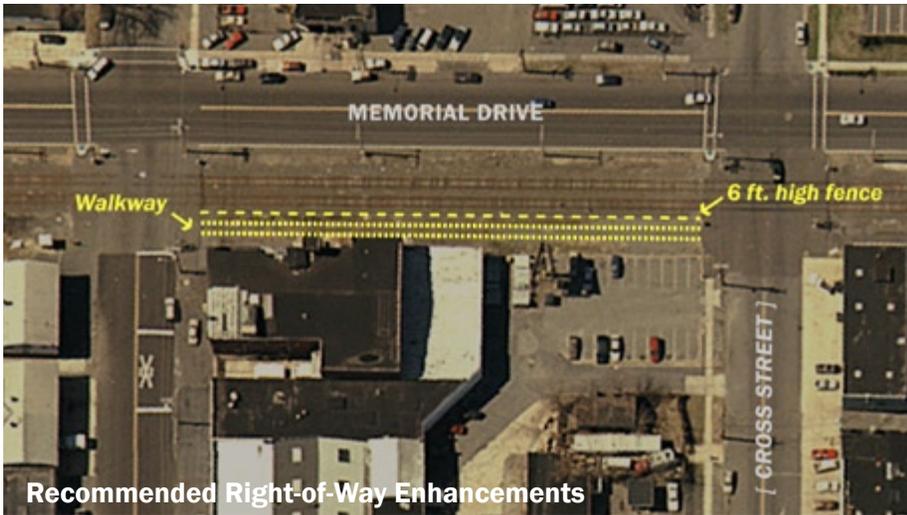
NJ TRANSIT and the City may seek to construct such a trail through some or all of the redevelopment area in advance of redevelopment activities if funding for such a project can be secured.

Developers may elect to dedicate additional right-of-way to allow for the creation of a local access road along the east side of the right-of-way. If a local access road is constructed, it shall be operated one-way, northbound and restricted only to right turns at intersections to minimize additional conflicts at grade crossings. These streets may be used to provide access to parking and loading bays. They may also be used for on-street parking under the following





The Walkway and Fenced Tracks Behind City Hall



Recommended Right-of-Way Enhancements

conditions: 1) a 20' wide street and parking only on the west side of the street, or 2) a 28' wide street and parking on both sides of the street. Furthermore, the western curb of a local access street shall be separated at least 10' from a fence to be erected along the railroad as described above. The land between the curb and fence shall be backfilled and planted with landscaping material, subject to approval by the City and NJ TRANSIT.

A twelve foot wide sidewalk corridor shall be provided along the east side of a local access road divided into a five foot tree planting strip, a five foot sidewalk and a two foot wide frontage zone.

The graphics on the following page illustrate two options. Note that both options are only feasible if the propertyowner(s) are willing to dedicate land to the right-of-way.

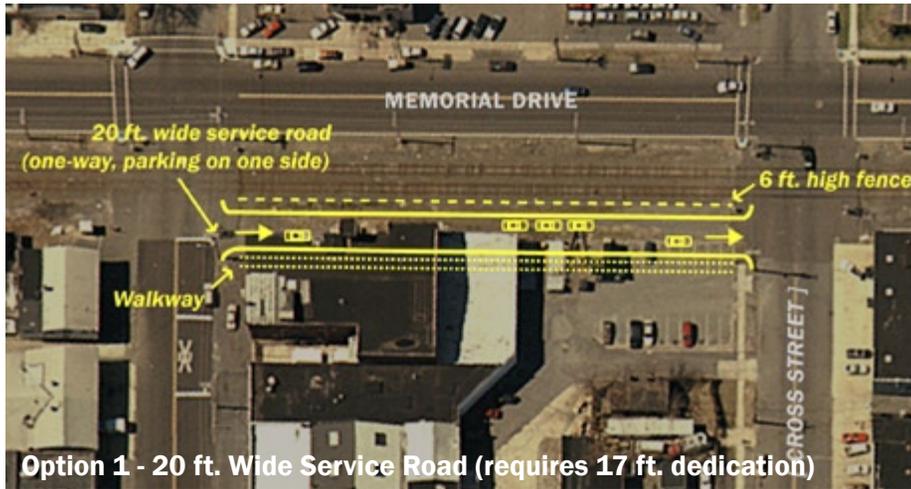
Railroad Grade Crossings

The 12 at-grade railroad crossings serve as the principal pedestrian crossing points linking the eastern and western portions of the city. Currently, most of these crossings are not pedestrian-friendly. Like most traditional grade crossings, the definition of the sidewalk corridor disappears within the railroad right-of-way, and the sidewalk in essence becomes part of the roadway.

Deficiencies with this design include the following:

- No definition regarding where the sidewalk corridor ends and the street begins.
- Lack of guidance regarding the route of the sidewalk for persons who are visually-impaired.
- No detectable warning strip to warn blind pedestrians that they are about to cross a railroad track.
- A sharp drop-off on the outside of the sidewalk corridor that is located very close to the location where pedestrians walk.

Asbury Park should work with NJDOT, NJ TRANSIT and state and federal officials responsible for developing standards for safe grade crossings. A



standard design should be developed for these crossings that would provide the following features:

- Define a continuation of the sidewalk corridor along the street—usually 15’ in width.
- Provide a concrete sidewalk pavement extending to a location 8’ feet from the outside rail.
- Provide an asphalt apron extending from the concrete sidewalk to the railroad crossing platform and install a detectable warning strip ending 6’ from the outside rail.
- Pour a concrete curb extension that gradually becomes a flush curb marking the outer edge of the roadway.
- Surface the space between the concrete or asphalt sidewalk with brick, tile or stamped concrete, using a color that contrasts with both asphalt and concrete.
- Provide a tapered ramp on the outside of the sidewalk corridor with a maximum slope of 1:12 slope, again using a contrasting material, to protect pedestrians from falling off of the sidewalk edge.

Once a design has been approved, any developer proposing a development that includes frontage on a cross-street abutting a railroad crossing shall construct the required sidewalk design between the railroad crossing and the typical sidewalk section in front of the applicant’s property.

Public Realm Projects

Section 3 of this plan identifies several public realm projects within the Main Street Redevelopment Area. These projects are key “placemaking” investments that should be made in conjunction with redevelopment activities. The photos here are examples of public realm projects from other communities across the country that demonstrate broad qualities and characteristics that could be models for those developed in Asbury Park.

Example for the Post Office Lighting Project



Example for the South Gateway Project



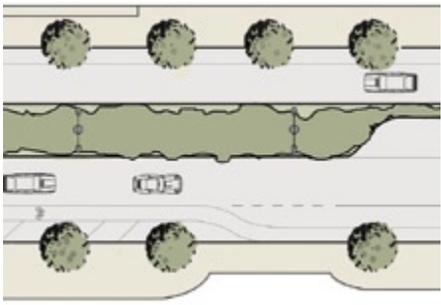
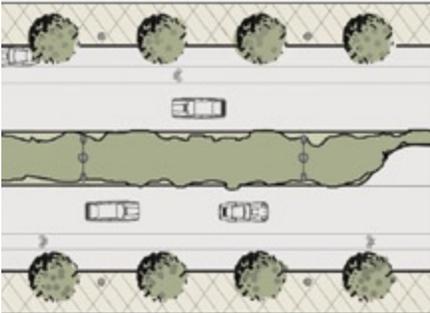
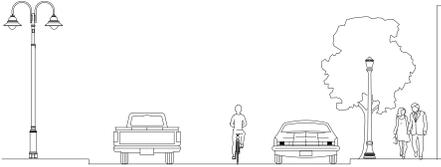
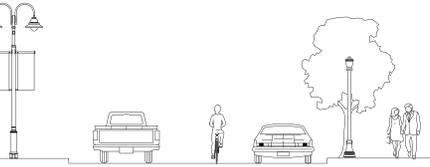
Example for the Asbury Avenue Public Art Project

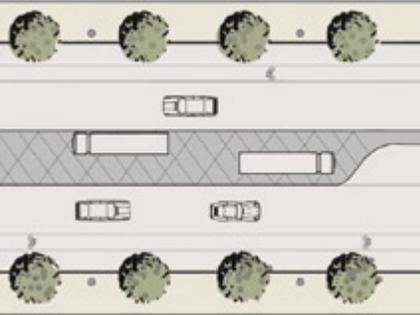
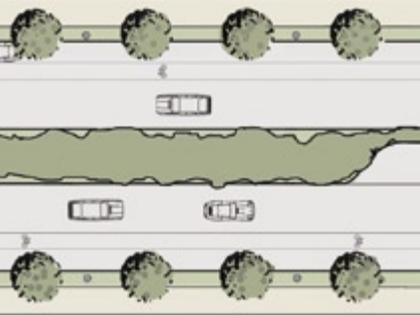
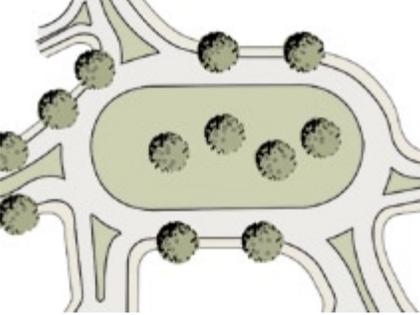
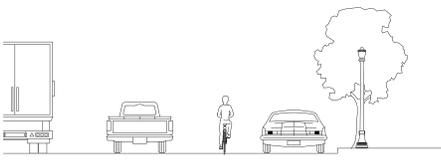
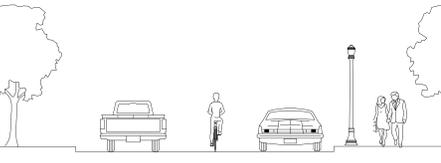
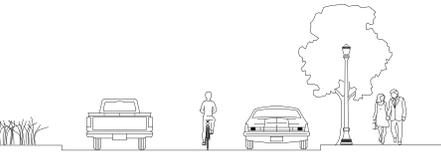
Example for the Post Office Plaza Project



Public Realm Plan

This graphic illustrates the City’s aspirations for investing in the public infrastructure of Main Street. The dimensions and measurements indicated on the graphic are approximations. Additional public realm improvements not shown on this graphic include pavement markings and curb extensions, or pedestrian “bump-outs.” Furthermore, streetlights and trees should be installed along Asbury Avenue between Main Street and Memorial Drive.

		CIVIC CORE / SOUTH GATEWAY	CIVIC CORE / SOUTH GATEWAY
REPRESENTATIVE PLAN DRAWING		 <p>City Limits to Springwood Ave</p>	 <p>Springwood Ave to Summerfield Ave</p>
REPRESENTATIVE CROSS SECTION DRAWING (shows only half of the street)			
STREETSCAPE	SIDEWALK	min. 10 ft.	min. 14 ft.; patterned
	GRASS VERGE	n/a	n/a
	STREET TREES	30 ft. o.c.; London planetree	30 ft. o.c.; London planetree
	STREET LIGHTS	n/a	60 ft. o.c.; post-top
	BENCHES	n/a	Y
	TRASH RECEPTACLES	Y	Y
	BICYCLE RACKS	n/a	Y
	BUS SHELTERS	n/a	Y
CARTWAY	PARKING LANE	n/a	8 ft.
	BICYCLE LANE	5 ft.	5 ft.
	TRAVEL LANE	11 ft.	11 ft.
	ROADWAY MEDIAN	14 ft.	14 ft.
	MEDIAN TREATMENT	Raised planted (native grasses/shrubs) Double-arm roadway lights	Raised planted (native grasses/shrubs) Double-arm roadway lights Banners

COMMUNITY SHOPPING ZONE	SUNSET PARK	NORTH GATEWAY	NORTH GATEWAY
 <p data-bbox="212 524 531 548">Summerfield Ave to 5th Ave</p>	 <p data-bbox="709 524 961 548">5th Ave to Sunset Ave</p>	 <p data-bbox="1150 524 1455 548">Sunset Ave to Seventh Ave</p>	
			
min. 12 ft	min. 5 ft	min. 8 ft.	TBD
n/a	min. 4 ft.	min. 4 ft.	TBD
30 ft. o.c.; green ash or honey locust	n/a	30 ft. o.c.; London planetree	TBD
60 ft. o.c.; post-top	60 ft. o.c.; post-top	60 ft. o.c.; post-top	n/a
n/a	Y	n/a	n/a
Y	Y	Y	n/a
Y	n/a	Y	n/a
Y	n/a	n/a	n/a
8 ft.	8 ft.	8 ft.	TBD
5 ft.	5 ft.	5 ft.	TBD
11 ft.	11 ft.	11 ft.	TBD
14 ft.	10 ft.	10 ft.	TBD
Pavement markings to denote possible loading zone	Raised planted (trees/grass); hackberry and tupelo	Raised planted (native grasses/shrubs)	TBD

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9. IMPLEMENTATION

If any word, phrase, clause, section or provision of this Plan shall be found by a court of competent jurisdiction to be invalid, illegal or unconstitutional, such word, phrase, clause, section or provision shall be deemed severable and the remainder of the ordinance shall remain in full force and effect.

Review of Proposed Development & Redevelopment Activity

Site plan and subdivision review shall be conducted by the Planning Board pursuant to N.J.S.A. 40:55D-1 et. seq. The Planning Board may require additional studies, analyses and requirements of the site plan or subdivision applicant that are not specified in this Plan, including but not limited to, parking and traffic studies, and sanitary and storm sewer investigations to determine the adequacy of respective utilities.

Prior to the issuance of a building or zoning permit, site plan review and approval shall be required for all new construction, development, redevelopment, or expansion of the following uses:

- All non-residential uses, except when the non-residential use is proposed in an existing non-residential space or when the establishment of the non-residential use does not alter any site conditions.
- All residential uses, except when the residential use proposed is in an existing residential space approved by the Planning Board or Board of Adjustment and the size of dwelling units or number of dwelling units is not changed.
- The construction or alteration of parking areas and driveways.

Prior to the issuance of a building or zoning permit, site plan review and approval shall be required for changes or structural alterations to the facade(s) of a building or structure, with the following exceptions:

- Any change in existing, or addition of new signs, awnings, or exterior lighting;

- Replacement or repair of existing windows and doors;
- Maintenance and repair of existing siding (including masonry) which results in no change in the design, scale, or appearance of the structure.

Any subdivision of lots and parcels within the Redevelopment Area shall be in accordance with this Plan's requirements and shall be approved by the Planning Board.

No building or structure shall be constructed over public rights-of-way or easements, without the prior, written approval of the Municipal Engineer and Site Plan approval by the Planning Board. No building or structure shall be constructed in the bed of a mapped street unless such street has been vacated by an act of the Municipal Council and the site plan has been approved by the Planning Board.

Deviation from the Standards of the Plan

No variance from the requirements of this Plan shall be granted by the Zoning Board of Adjustments. The Planning Board alone shall have the authority to grant deviations from the requirements of this plan, as provided herein. The Planning Board may grant deviations from the regulations contained within this Redevelopment Plan, subject to the scope and limitations set forth below:

- Whenever, by (a) reason of exceptional narrowness, shallowness or shape of a specific piece of property, or (b) by reason of exceptional topographic conditions or physical features uniquely affecting a specific piece of property, or (c) by reason of an extraordinary and exceptional situation uniquely affecting a specific piece of property or the structures lawfully existing thereon, the strict application of any regulation bulk regulation contained herein would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the developer of such property,
- Whenever, in an application relating to a specific piece of property the purposes of this Plan would be advanced by a deviation from the requirements of the Plan, and the benefits of the deviation would substantially outweigh any detriments.

- No deviation from the regulations contained within this Redevelopment Plan may be granted without a showing that such variance or other relief can be granted without substantial detriment to the public good and will not substantially impair the intent and the purpose of the Plan.
- The planning board when acting upon applications for preliminary or minor subdivision approval or preliminary site plan approval shall have the power to grant such exceptions from the requirements for subdivision or site plan approval and design standards contained in the Plan as may be reasonable and within the general purpose and intent of the provisions for subdivision review and approval of this Plan, if the literal enforcement of one or more provisions of the Plan is impracticable or will exact undue hardship because of peculiar conditions pertaining to the land in question. No deviations may be granted under the terms of this section unless such deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan.

The following deviations shall be considered prohibited and may only be permitted if the Plan is amended pursuant to the provisions of the Local Redevelopment and Housing Law to allow for such deviations from a redevelopment project.

- A use or principal structure in a district restricted against such use or principal structure;
- An expansion of a nonconforming use;
- A deviation from a specification or standard pertaining solely to a conditional use
- An increase in the permitted density; or
- A height of a principal structure which exceeds by 10 feet or 10% the maximum height permitted in the Plan for a principal structure.

Amending the Redevelopment Plan

Upon compliance with the requirements of applicable law, the City Council of the City of Asbury Park may amend, revise or modify this Redevelopment Plan, as circumstances may make such changes appropriate.

Duration of Redevelopment Plan

This Redevelopment Plan, as amended, shall be in full force and effect for a period of thirty (30) years from the date of approval of this Plan by the City Council.

Designation of Redevelopment Entity

The Mayor and Council of the City of Asbury Park reserves the right to act as the Redevelopment Entity to implement this Plan or designate another entity or agency to implement this plan and carry out redevelopment projects in the area delineated in this plan as the Redevelopment Area.

Conveyance Of Land

The City Council may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to the restrictions, controls and requirements of this Redevelopment Plan, all or any portion of the land within the Redevelopment Area which becomes available to disposal by the municipality as a result of public action under this Plan.

Relocation Plan

Redevelopment and rehabilitation actions will be undertaken by private propertyowners without the use of property acquisition by eminent domain. Therefore, no relocation assistance is necessary.

Criteria and Procedures for Redeveloper Selection, Redeveloper Agreements and Implementation of the Plan

When necessary for the implementation of this plan, the Mayor and Council shall designate and enter into a redeveloper agreement with a redeveloper for any construction or other work forming a part of this Plan. The designated redeveloper shall agree to comply with all design standards and development

regulations established in this plan for the Redevelopment Area. The redeveloper of a specific project within the Redevelopment Area shall begin and complete the development of land and construction of improvements within a reasonable period of time, such time to be determined in a redevelopment agreement between the Mayor and Council and the chosen redeveloper. Until the completion of the construction and development of the specified project, the redeveloper shall not be permitted to sell, lease or otherwise transfer or dispose of property within the redevelopment area without prior written approval of the Mayor and Council of the City of Asbury Park, or, if a redeveloper agreement has been executed, pursuant to the terms of the redeveloper agreement. As required by the Local Redevelopment and Housing Law 40A:12A-9A, any agreement with a redeveloper shall include a provision that upon completion of the required improvements, the conditions determined to exist at the time the area was determined to be in need of redevelopment shall be deemed to no longer exist, and the land and improvements thereon shall no longer be subject to eminent domain as a result of those determinations. Redeveloper Agreements shall include a provision that at least 20% of local labor and building products be utilized. Redevelopers should work with the office of Asbury Works to ensure training and employment for pre-construction, construction, and post-construction jobs for Asbury Park residents. Neither the redeveloper(s) or the Mayor and Council, nor the successors, lessees, or assigns shall discriminate upon the basis of race, creed, religion, ancestry, national origin, sex or marital status in the sale, lease or rental in the use and occupancy of land or improvements erected or to be erected thereon, or any part therein.

Inventory and Replacement of Affordable Housing Units

The Main Street Redevelopment Area was designated by the Mayor and City Council on April 7, 2004, a date four years prior to the effective date of P.L. 2008, c.46. Thus, no inventory of affordable units was created at the time the redevelopment area was designated.

In addition, no housing units subject to affordability controls (e.g. deed restrictions or public subsidy) exist within the Main Street Redevelopment Area

and therefore none need to be replaced as a result of implementation of the Main Street Redevelopment Plan.

The Main Street Redevelopment Plan does not require the removal of any housing units within the redevelopment area nor does it permit the use of eminent domain to acquire property, so any potential loss of housing units would occur through market forces. Any existing housing units made nonconforming under the Plan may be continued provided the non-conformity is not expanded, increased or enlarged.



Ordinance No. 2015-01

Ordinance of the City of Asbury Park

**ADOPTING AN AMENDMENT TO THE
MAIN STREET REDEVELOPMENT PLAN
RELATING TO THE COMMUNITY SHOPPING ZONE**

WHEREAS, on November 12, 2008 the Mayor and City Council adopted Ordinance No. 2886 entitled "ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF ASBURY PARK, COUNTY OF MONMOUTH, STATE OF NEW JERSEY ADOPTING THE MAIN STREET REDEVELOPMENT PLAN RELATING TO THE MAIN STREET REDEVELOPMENT AREA" (the "Ordinance"); and

WHEREAS, pursuant to the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 *et seq.*, the "Act") the Ordinance adopted a plan (the "Main Street Redevelopment Plan" or the "Plan") for the redevelopment of an area (the "Main Street Redevelopment Area" or the "Area"); and

WHEREAS, the Main Street Redevelopment Plan has led to an increase in public and private investment within the Area since its adoption, however, the Plan may benefit from amendments to remove barriers to further investment; and

WHEREAS, the Act sets forth the process by which amendments to any redevelopment plan shall be considered and, if appropriate, adopted; and

WHEREAS, the City has been requested by Dark City Brewing Co., LLC to consider amendments to the Plan for a microbrewery at 1001 Main Street (the "Property") located in the Community Shopping Zone of the Main Street Redevelopment Area as further detailed in the information provided by Dark City Brewing Co., LLC ("Proposed Use") and included with the Memo from the City's Director of Planning and Redevelopment dated October 27, 2014 both of which are attached hereto as **EXHIBIT A**. The microbrewery would be established pursuant to State law and regulations within a portion of a building located at 1001 Main Street/801-803 Second Avenue. This building is located at the northwesterly corner of Main Street and Second Avenue. The microbrewery would be approximately 3,000 square feet; the space would contain a production area, tasting room, office, restrooms, and storage. Public access to the microbrewery would be from Second Avenue. A loading door and employee entry would also be located along Second Avenue; and

WHEREAS, in evaluating this request, the Mayor and Council considered the permitted uses in the existing Plan and the effect, if any, this amendment would have on the City's Master Plan and concluded that such an amendment would support the goals of the Plan and the Master Plan; and

WHEREAS, on November 12, 2014, the Mayor and Council reviewed the Proposed Amendment, together with the October 27, 2014 Memorandum of the City's Director of

Planning and Redevelopment who opined that the Proposed Amendment is appropriate, and forwarded the Proposed Amendment to the Planning Board for review pursuant to *N.J.S.A. 40A:12A-7(e)*; and

WHEREAS, on January 13, 2015, the Planning Board conducted a public hearing on the Proposed Amendment, developed a report and recommendations contained in the Planning Board Resolution of January 13, 2015 (the "Planning Board Resolution") which was transmitted to the Mayor and Council; and

WHEREAS, the Mayor and Council received a copy of the Planning Board Resolution and a Memorandum dated January 14, 2015 from the City's Director of Planning and Redevelopment concurring with the Planning Board Resolution both attached hereto as **EXHIBIT B**; and both of which report favorably upon the amendment, find that it meets with the requirements of *N.J.S.A. 40A:12A-7* and recommend adoption of the same.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Asbury Park as follows:

1. The Proposed Amendment to the existing Main Street Redevelopment Plan of:

On page 38 of the Main Street Redevelopment Plan, within the column setting forth the Permitted Principal Uses within the Community Shopping Zone, add the following language:

Microbreweries are permitted to have frontage on Main Street at property located at Block 2702, Lot 7. Microbreweries shall mean a brewery operating with a limited brewery license under N.J.S.A. 33:1-10.

and the same having been duly reviewed and considered is hereby approved and adopted as being consistent with *N.J.S.A. 40A:12A-7*, and pursuant to the terms of *N.J.S.A. 40A:12A-7* and shall govern the Central Business District Redevelopment Area. The provisions of the Redevelopment Plan as amended shall supercede the development controls set forth in the City's zoning ordinance for the parcels subject to the Redevelopment Plan.

2. The zoning district map in the zoning ordinance of the City is hereby amended to include the "Central Business District Redevelopment Area" per the boundaries described in the Redevelopment Plan as amended herein and the provisions therein.

3. The Mayor and Council of the City as Asbury Park shall serve as Redevelopment Entity for purposes of implementing the Redevelopment Plan and exercising the powers granted to a redevelopment entity under the Redevelopment Law.

4. In case any one or more of the provisions of this Ordinance or the Redevelopment Plan shall, for any reason, be held to be illegal or invalid, such illegality or invalidity shall not affect any other provision of this Ordinance or the Redevelopment Plan and this Ordinance shall be construed and enforced as if such illegal or invalid provision had not been contained herein.

5. This Ordinance shall take effect upon final adoption and publication thereof according to law.

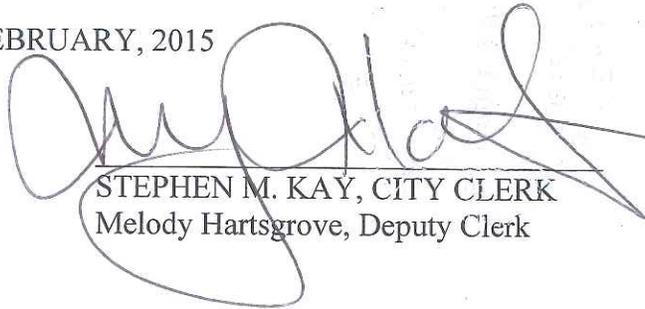
Record of Council Vote on Final Passage				
COUNCIL PERSON	AYE	NAY	N.V	ABSENT
Mayor John Moor	x			
Deputy Mayor Amy Quinn	x			
Council Member Barbara Yvonne Clayton	x			
Council Member Jesse Kendle	x			
Council Member Joe Woerner	x			

✓Indicates vote

N.V- Not Voting Abstain

I, STEPHEN M. KAY, City Clerk of the City of Asbury Park, Monmouth County, New Jersey, DO HEREBY CERTIFY the foregoing to be a true and exact copy of Ordinance No. 2015-01 which was finally adopted by the City Council at a meeting held on the 11th day of February, 2015

CERTIFIED BY ME THIS 11th DAY OF FEBRUARY, 2015



STEPHEN M. KAY, CITY CLERK
Melody Hartsgrove, Deputy Clerk

EXHIBIT A

Memorandum of City's Director of Planning and Redevelopment
Dated October 27, 2014

CITY OF ASBURY PARK
MUNICIPAL BUILDING
ONE MUNICIPAL PLAZA
ASBURY PARK, NJ 07712-7000

PH: 732-775-2100
FX: 732-775-1483



CITY COUNCIL
MYRA CAMPBELL, MAYOR
SUE HENDERSON, DEPUTY MAYOR
JOHN LOFFREDO
JOHN MOOR
AMY QUINN

JACK KELLY, CITY MANAGER

Department of Planning and Redevelopment

To: Jack Kelly, City Manager

Copy: Mayor and Council
Karl Kemm, Esq., Redevelopment Counsel

From: Donald B. Sammet, PP/AICP, Director of Planning and Redevelopment

Date: October 27, 2014

**RE: MAIN STREET REDEVELOPMENT PLAN
PLAN AMENDMENT REQUEST TO PERMIT MICROBREWERY
1001 MAIN STREET/801-803 SECOND AVENUE
BLOCK 2702, LOT 7**

Background

At the October 15 meeting of the Mayor and Council, I described a proposed amendment to the Central Business District Redevelopment Plan, where the applicant is seeking to open up a "craft distillery" along Lake Avenue in a location where such a use is currently not permitted. I advised at that time, that the City is also seeing an interest in the establishment of "microbreweries" within its' borders. The desire to open these establishments in the City, in my opinion, comes as a result of both changes in the liquor license laws in the State of New Jersey, which have incentivized the establishment in these types of businesses, and the continued popularity of the City of Asbury Park as an entertainment destination.

The request which is the subject of this memorandum is for the establishment of a microbrewery called The Dark City Brewing Company at 1001 Main Street.

In September of 2012, the State of New Jersey amended its' liquor license laws to incentivize the establishment of microbreweries and brew pubs in the State. New Jersey was losing, and scared of losing additional microbreweries and brew pubs due to high licensing fees and other regulations regarding consumption and sale.

The State law allows for a microbrewery to sell at retail to consumers for consumption on the premises but only after a tour of the brewery. Sale for off premises consumption can be made, but at a maximum limit of 15.5 gallons. No food is allowed to be sold, nor is a restaurant allowed to operate on the premises. Microbreweries may sell and distribute their product to wholesalers and retailers. Maximum production is capped at 300,000 barrels of 31 fluid gallons per year.

Project Description/Proposed Craft Distillery

The applicant proposes to establish a microbrewery pursuant to the regulations contained within the September 2012 State law within a portion of a building located at 1001 Main Street/801-803 Second Avenue. This building is located at the northwesterly corner of Main Street and Second Avenue. At approximately 3,000 square feet, the space would contain a production area and a tasting room. An office, restrooms, and storage would complete use of the space. Public access to the microbrewery would be from Second Avenue. A loading door and employee entry would also be located along Second Avenue. A sketch floor plan is attached.

REDEVELOPMENT PLAN CONSIDERATIONS

The property is located within the Community Shopping Zone of the Main Street Redevelopment Area.

The vision for the Community Shopping Zone is as follows:

"This section of Main Street is a vibrant commercial district that caters primarily to local residents of all races and income levels but that also draws visitors. New buildings in this section are all constructed up to the sidewalk

line and have attractive, lively facades. Surface-parking lots that once lined the street have been redeveloped so that buildings line the street. The divide created by railroad tracks between the east and west sides of Main Street is bridged by new development and streetscape treatments.”

The subject property is mentioned specifically under the Goals and Objectives for the Community Shopping Zone.

“Parcel 168.1 Rehabilitation. This parcel would be rehabilitated and include retail stores that would become part of the shopping node envisioned in the Supermarket Redevelopment.”

Other relevant Goals and Objectives for the Community Shopping Zone include:

- *Reinforce this section of the redevelopment area as a commercial district that caters primarily to the needs of local residents. However, it should appeal to and draw residents who live both to the west and east of Main Street.*
- *Encourage property-owners to improve their facades in accordance with the Asbury Park Urban Enterprise Zone Design Guidelines.*

The permitted principal uses within the Community Shopping Zone are as follows:

Permitted Principal Uses

Retail stores; personal services; restaurants (dine-in); professional, medical, and business offices; childcare facilities; dance studios, martial arts schools, and similar instructional schools; bakeries; laundromats; multi-family residential (except on ground floor)

The following uses are permitted, but not in properties with Main Street frontage:

*cabinetmakers; furnituremakers; glass and mirror cutters; machine shops; welders; **manufacture / tangible products**; warehousing; wholesaling; repair shops, not including motor vehicle; artist live/work space; artist studios.*

The City considers a microbrewery a light industrial use (manufacture/tangible products), and such uses are permitted within the Community Shopping Zone; however, such uses are not permitted in properties with Main Street frontage. The applicant proposes to locate the tasting room/bar, a storage area, and the business office, which are all technically part of the microbrewery business, in a portion of the building which is located along the Main Street frontage of the site.

As a manufacturing business (the microbrewery) is not permitted to have a Main Street frontage, an amendment to the Main Street Redevelopment Plan is required to allow for it.

COMMENTS

- As proposed by the applicant, the Main Street frontage of the building would be occupied by the tasting room/bar. The actual brewing operation would not be located along Main Street. This is consistent with the intent of the regulations contained within the Main Street Redevelopment Plan. One of the overall Goals for the Main Street Redevelopment Area is that Main Street itself would consist of uses that attract pedestrian activity. The tasting room for a microbrewery could do so as it will, in my opinion, act as a destination and increase pedestrian activity around the site.
- The microbrewery, although primarily manufacturing in nature, does contain a retail component by the sale of the beer brewed, and any ancillary merchandise. Retail uses are encouraged and permitted along Main Street, and as stated in the Goals and Objectives for the Community Shopping Zone, within the subject property (identified in the Main Street Redevelopment Plan as parcel 168.1).
- The applicant's correspondence indicates that there will be construction activities to improve the facade (number 14). To do so would be in accordance with one of the Goals and Objectives of the Community Shopping Zone, which is to, *"Encourage property-owners to improve their facades in accordance with the*

Asbury Park Urban Enterprise Zone Design Guidelines. "The applicant should describe any initial thoughts for how the façade would be improved.

- Like my opinion for craft distilleries, microbreweries in Asbury Park would be an excellent addition to our commercial base. A microbrewery could have a symbiotic relationship with local restaurants and bars. Serving a locally brewed beer could help local bars and restaurants distinguish themselves in the marketplace. For the microbrewery, these types of relationships would provide a great advertising and marketing tool.
- In my opinion, the opening of a microbrewery in Asbury Park would also bolster tourism through the offering of tours of the brewery, along with the samplings and retail sales permitted.
- The applicant should describe how deliveries would take place both to and from the site, including anticipated frequency.
- The applicant should also describe any ancillary effects of the manufacturing process. For example, are foul odors created? Does the brewing process create any waste product and where would it be stored? Does the distilling process generate any noise at all?

MASTER PLAN CONSIDERATIONS

The proposed amendment is supported by the following Economic Objectives found in the City Master Plan:

- Promote continued growth and development of the City's economic base.
- To encourage and promote economic development and revitalization through new investment, maintenance and reinvestment in existing commercial and industrial activities within the City in areas suitable for such development.
- Continue to promote the revitalization and aesthetic appearance of the CBD and Urban Enterprise Zone. (The property is within the UEZ boundary.)

RECOMMENDATIONS

I recommend that a microbrewery as proposed by the applicant be permitted at the subject property. In the near future, the City may also wish to consider allowing microbreweries and craft distilleries within other areas of the City.

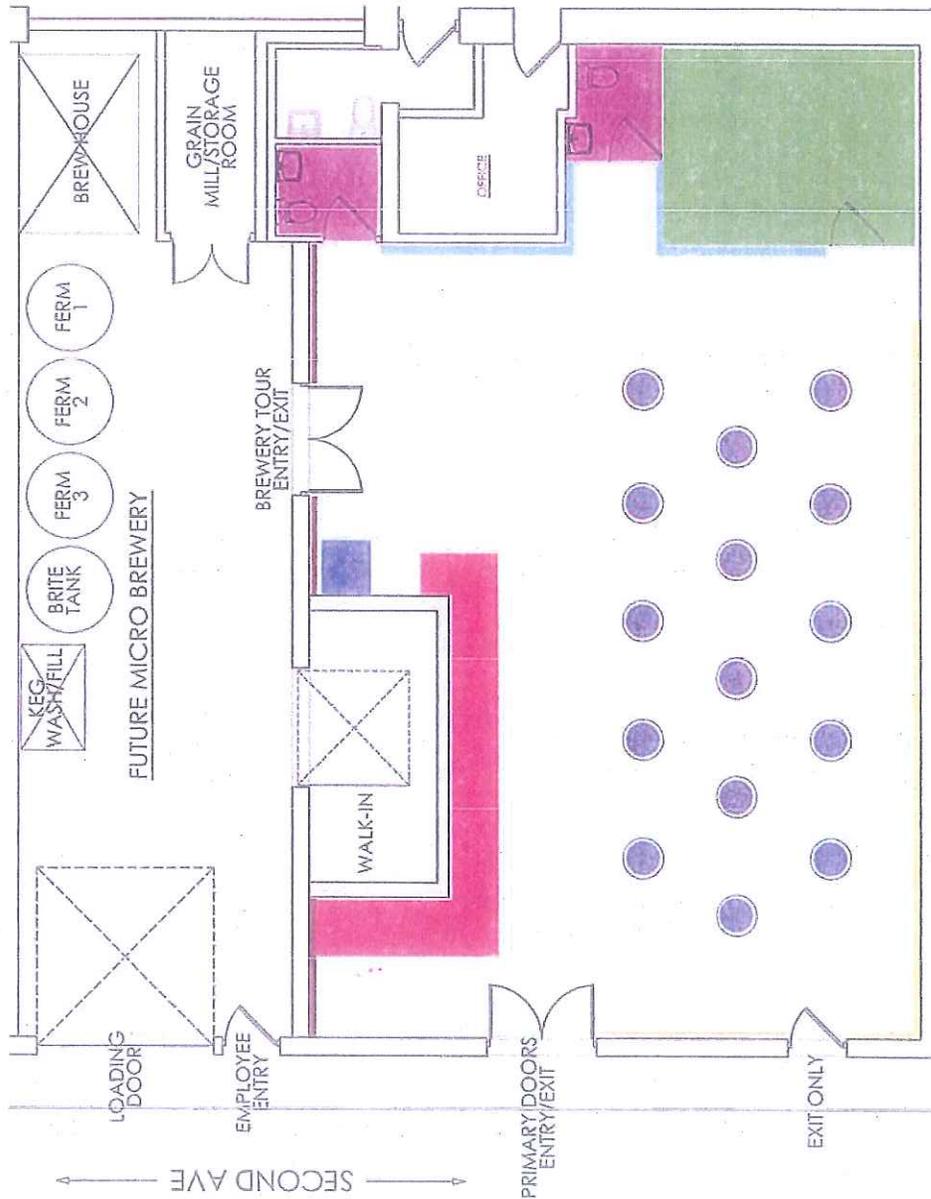
The Mayor and Council should forward the proposed amendment to the Main Street Redevelopment Plan to the City Planning Board for its' review and comment. The recommended ordinance language for the amendment is included below.

RECOMMENDED ORDINANCE LANGUAGE

The exact language of the amendment recommended is as follows:

On page 38 of the Main Street Redevelopment Plan, within the column setting forth the Permitted Principal Uses within the Community Shopping Zone, add the following language:

Microbreweries are permitted to have frontage on Main Street at property located at Block 2702, Lot 7. Microbreweries shall mean a brewery operating with a limited brewery license under N.J.S.A. 33:1-10.

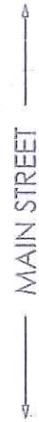


ITEMS NEEDED/WANTED GUIDE:

- 1) TASTING ROOM BAR
- 2) M/F BATHROOMS
- 3) OFFICE / LOCKED STORAGE
- 4) PERIMETER BAR RAIL
- 5) 55 GAL STEEL DRUM "TABLES"
- 6) FLAT/BLANK MURAL WALL
- 7) TASTING ROOM DISHWASHER
- 8) FAUX BRICK WALL

PROPOSED FIRST FLOOR PLAN

SCALE: 1/8" = 1'-0"



Kevin E. Kennedy, Esq.

A Limited Liability Company
Attorney at Law

165 Highway 35

Middletown, NJ

Phone: (732) 936-1099

Fax: (732) 936-1960

Admitted to Practice
NJ & Washington DC

Mailing Address:
165 Highway 35
Red Bank, NJ 07701

October 20, 2014

VIA EMAIL (donald.sammet@cityofasburypark.com) AND REGULAR MAIL

City of Asbury Park
Attn: Donald B. Sammet, P.P./AICP
Director of Planning & Redevelopment
Municipal Building
1 Municipal Plaza
Asbury Park, NJ 07712-7000

**Re: City of Asbury Park
Dark City Brewing Co., LLC
Main Street Redevelopment Plan
Proposed Amendment
801-803 Second Avenue/1001 Main Street
Asbury Park, NJ
Block 2702, Lot 7**

Dear Mr. Sammet:

Please be advised that I am writing to you on behalf of Dark City Brewing Co., LLC, the entity previously identified as Asbury Park Brew Works, LLC. In that regard, I would ask that you please note the following:

1. Dark City Brewing Co., LLC (the "Applicant") is a Limited Liability Company of the State of New Jersey.
2. The Applicant has executed a Lease Agreement to rent approximately 3,000 square feet of space at the property located at 801-803 Second Avenue/1001 Main Street, Asbury Park, NJ, more formally identified as Block 2702, Lot 7.

3. The said property is physically located at the corner of Main Street and Second Avenue, and includes the space formerly occupied by a consignment shop known as "Thrifty Treasures."
4. The subject property currently contains a one story commercial building.
5. The subject property, which is located in the City's "Main Street Redevelopment Area" (and which, as a result, is also subject to the Main Street Redevelopment Plan) is surrounded by uses which include the following: a retail coffee shop, a hair salon, a commercial and residential upholstery factory, commercial offices, and a Rite Aid pharmacy (across the street).
6. The Applicant's representatives are proposing to operate a micro-brewery at the site (a facility which will conditionally allow for the production and consumption of craft beer). The brewed beer will also be distributed (from the premises) to area restaurants and bars.
7. The proposed use of the building will include the following: a micro-brewery operation including three fermentation tanks, a grain/mill storage room, a loading area and a brew house; along with a tasting room, which shall include a bar area with refrigerated storage areas, office space and bathrooms for the use of employees and patrons.
8. In conjunction with the proposed use, the Applicant's representatives will also be applying for a "Class A Limited Brewery License," which will, essentially, allow for the following:
 - A sale of a limited amount of beer for off-site consumption;
 - Limited on-site consumption, in conjunction with a tour of the micro-brewery; and
 - Limited on-site consumption for those not who do not wish to take a tour of the facility.
9. The proposed micro-brewery use is, under the City's prevailing Zoning Regulations, considered to be a Light Industrial use.
10. Although the said Light Industrial use is permitted in the Main Street Redevelopment Plan/Area (where most of the premises is located), I understand that City Officials interpret the Plan as prohibiting Light Industrial uses from fronting on Main Street. As proposed, and contrary to the City's prevailing interpretation, a portion of the Applicant's proposed micro-brewery will, in fact, front on Main Street. (Note: For disclosure purposes, please note

that, out of an abundance of caution, and to preserve my client's rights, I have appealed a prior decision of the Municipal Zoning Officer in the said regard, and, the appeal before the Zoning Board is technically still pending.)

11. Although the Applicant's representatives could, theoretically, redesign the interior layout of the micro-brewery so as to avoid any such Light Industrial aspects fronting on Main Street (which Plan has already received approval from the Municipal Zoning Officer), it is believed that such modifications will materially compromise the overall effectiveness/appeal of the proposed operation, and limit its benefits to the City of Asbury Park as a whole.
12. Specifically, the loss of frontage on Main Street would materially limit and reduce the size of the micro-brewery (and in particular, the tasting room), which would have a negative effect upon the Applicant's business. Given the existing approval which the Applicant has received from the Municipal Zoning Officer, the Applicant would be required to construct an interior wall to "seal off" the frontage on Main Street from the rest of the facility, and then conduct two separate and distinct operations – one which fronts on Second Avenue only (i.e., the micro-brewery and associated operations as referenced in Paragraph 7 above) and one which fronts on Main Street only (in which a use that is currently permitted to front on Main Street pursuant to the current requirements of the Main Street Redevelopment Plan – such as retail – is located).
13. The Applicant believes that separating the space into these two distinct smaller spaces is not advantageous to its proposed operations, nor would it be advantageous to the City. First, such a separation would, as indicated above, materially decrease the size of the proposed micro-brewery. Moreover, the Applicant would lose access to all of the windows that currently front on Main Street (which the former "Thrifty Treasures" used to its advantage), and which provide the existing space with a large amount of southeastern exposure and sunlight. These windows provide the overall space with a wide open and "airy" feeling, which the Applicant strongly believes would be conducive to the its proposed business operations.
14. In addition, the Applicant believes that separating the building into two distinct smaller spaces is not advantageous to the City either. Specifically, the Applicant chose this (very visible) site for several reasons. First, the Applicant wishes to locate its proposed operations in a zone that permits Light Industrial uses; and second, and more importantly, the Applicant feels very strongly about wishing to improve this area of the City and to serve as a catalyst

to spark further interest by other investors in the Main Street corridor – an area which has not yet seen the same type of interest in redevelopment activities that has been enjoyed in the Central Business District (“CBD”) or other areas of the City. The subject property, in its current layout, represents a very visible corner in the Main Street Redevelopment Area. The Applicant intends to perform improvements to the property which are in keeping with the goals and objectives of the Main Street Redevelopment Plan in order to beautify the subject property and the area as a whole. The Applicant submits that construction activities to improve the façade and interior of the premises (in its current configuration) will help to encourage other investors to do likewise with other buildings in the area. Moreover, the Applicant submits that the conduct of a successful business at this key and very visible location will be advantageous for the City as a whole. To the contrary, the Applicant believes that segregating its business to the west of the Main Street intersection (so that it fronts on Second Avenue only and loses its visible Main Street frontage) will not allow the Applicant or the City to achieve the objectives referenced above.

15. As such, because of the City’s apparent interpretation of the Main Street Redevelopment Plan, as aforesaid, the Applicant’s representatives are respectfully requesting that the City amend the subject Redevelopment Plan, in a site specific fashion. Specifically, the Applicant’s representatives are requesting that the City amend the Main Street Redevelopment Plan so as to specifically allow Light Industrial uses to front on Main Street at the 801-803 Second Avenue/1001 Main Street, Asbury Park, NJ premises.
16. There are a number of very sound planning and zoning reasons which justify such an amendment. The said reasons include the following:
 - A. The operation of a micro-brewery at the site will likely spur other much needed redevelopment in the Main Street area.
 - B. The operation of a micro-brewery at the site will likely spur other much needed revitalization in the Main Street area.
 - C. The operation of a micro-brewery at the site will likely serve as a catalyst for other future redevelopment in the area.
 - D. A micro-brewery at the site will serve as a destination point for tourists, shoppers, and City residents alike, thereby increasing foot traffic in and around the premises (which

will also tremendously benefit the other area businesses / establishments).

- E. As a destination point, a proposed micro-brewery operating at the site will also boost the City's tourism.
- F. The light industrial aspect of the micro-brewery operation will physically be located away from Main Street, in furtherance of the apparent spirit of the existing Main Street Redevelopment Plan.
- G. The tasting room aspect of the proposed micro-brewery will physically be located on the Main Street frontage, consistent with the City's prior interpretation of the Main Street Redevelopment Plan.
- H. The Main Street Redevelopment Plan establishes a number of goals and objectives, including the following:
 - To encourage uses along Main Street which attract pedestrian activity;
 - To encourage uses along Main Street which implement physical improvements; and
 - To improve the aesthetic appearance of properties.

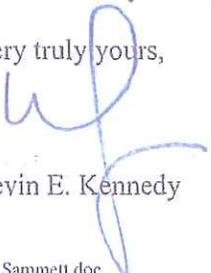
The Applicant's representatives maintain that the operation of a micro-brewery at the site will advance and fulfill the aforesaid goals and objectives.

- I. A micro-brewery at the site will have a beneficial and complimentary relationship with other local restaurants, bars, and businesses.
- J. The City's Master Plan generally encourages uses which promote economic development and revitalization – and, it is submitted that a micro-brewery at the subject site will advance such a purpose.
- K. A micro-brewery is a progressive and cutting-edge use, befitting a City like Asbury Park, which already hosts / welcomes so many other progressive-minded businesses and events.

17. Thus, as indicated, the Applicant's representatives are respectfully requesting that the City amend the Main Street Redevelopment Plan. That is, it is requested that the City amend the Redevelopment Plan so as to specifically allow Light Industrial uses (such as the proposed micro-brewery) to front on Main Street at the 801-803 Second Avenue/1001 Main Street, Asbury Park, NJ premises.
18. If acceptable, I ask that you please forward the within communication to the appropriate City Officials for further review, discussion, and action.
19. Certainly, my client's representatives and I would gladly meet with any City Officials to more formally review the matter in person.
20. Finally, I am enclosing a copy of an article which appeared in a recent edition (August 7, 2014) of the *TriCityNews* newspaper, which provides more information concerning the micro-brewery at the subject property.

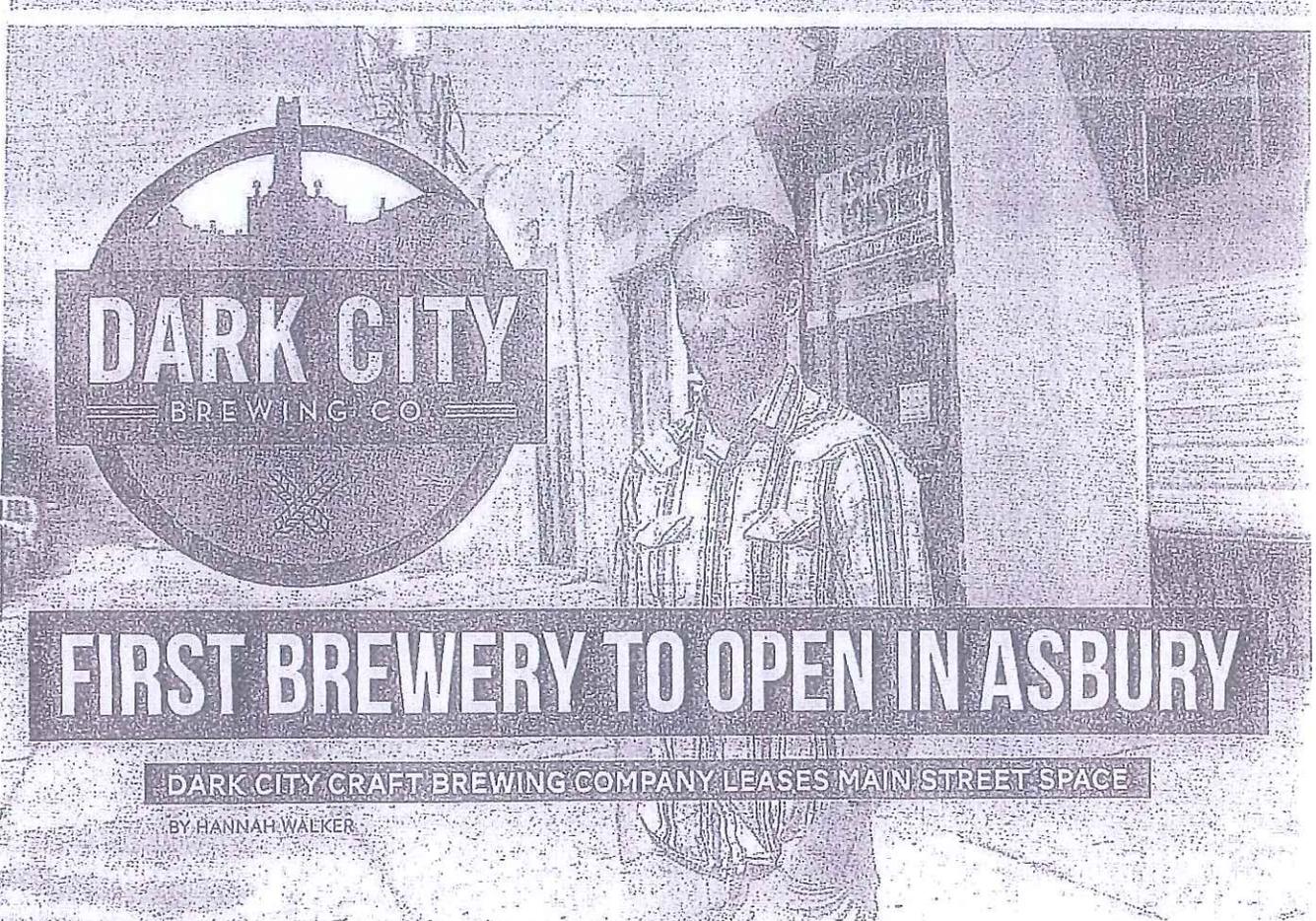
I look forward to hearing from you. Thank you very much.

Very truly yours,


Kevin E. Kennedy

KEK/cmp
\\ADMIN2\Land Use\Dark City Brewing Co., LLC\102014 Sammet.doc

cc: Jack Kelly, City Manager (Jack.Kelly@cityofasburypark.com)
Barbara Van Wagner, Zoning Officer (barbara.vanwagner@cityofasburypark.com)
Kevin Sharpe (darkcitybrewing@gmail.com)



FIRST BREWERY TO OPEN IN ASBURY

DARK CITY CRAFT BREWING COMPANY LEASES MAIN STREET SPACE

BY HANNAH WALKER

above: kevin sharpe

ASBURY PARK - Last week the earth didn't shake, the skies didn't fall, no sign of biblical proportions struck the streets of Asbury Park.

But throughout Monmouth County, craft beer connoisseurs paused in whatever they were doing, full of the sense that something, somehow, had changed.

The source of that sensation was the moment when Kevin Sharpe, founder and head brewer for the Dark City Brewing Company, signed the lease for the brewery's upcoming Asbury home.

The brewery will be at the corner of Second Avenue and Main Street, right next to the Asbury Park Roastery.

"We had been working with Bret Morgan and the Asbury Fresh people, trying to create this synergy-style market, incorporating the coffee roastery and incorporating all the vendors of the Asbury Fresh market, who wanted to do it year-round," Sharpe says.

"They found the space, and we sort of jumped in."

Due to the endless fun of zoning, a slight reshuffling in the vision for the space means that Dark City Brewing will be separate from the Asbury Fresh marketplace, in the same building but divided into two distinct entities.

The name of the brewery comes from one of Asbury's

nicknames, earned during the literally and figuratively dark days after the riots in the 1970's. The nickname's since been adapted by other Asbury Park businesses like the promotion company Dark City Entertainment.

"We chose the name Dark City as a way of paying tribute to the city's history and the city's resiliency in surviving the post-riot urban decay and other past challenges, and still being able to be the great destination that it is today," Sharpe says.

Dark City will feature a lineup of "eccentric specialty craft beers," says Sharpe, as well as seasonal favorites (like when pumpkin fever sweeps the nation every fall) and the occasional one-off or limited edition. And you'll be able to get a taste of these brews both at the on-site tasting room and various fine booze establishments where Sharpe has already set up verbal distribution agreements.

Other excellent craft beer providers in Monmouth - Carlton Brewing and Kane Brewing - already draw crowds of beer fans on their tasting days. So the local appetite is there. They brew on-site all week long, but both are restricted due to zoning issues to a few days or specific hours when it comes to their tasting room house, when the public can stop by, hang out for a bit, and try out the goods. Dark City Brewing won't have that problem.

The best small businesses tend to start with a hobby

that gets out of control. That's how it went for Sharpe, when he got hooked on home brewing four years ago.

"I had taken my home brewing level from producing five gallons per batch to 10 gallons per batch, and it was too much for me and my family members to consume. So I started giving it away to my friends, and the feedback I got was very positive."

"So I started working on it, perfecting these recipes, and brewing weird things just for fun. Now I have a pretty solid repertoire of recipes ready to go," Sharpe says.

Asbury's already a fairly boozey city. But Sharpe doesn't see the abundance of bars in town as competition. It's more like the opposite: the more bars in the area, the more places that might be interested in stocking Dark City Brewing Company.

"We want to be very community-focused," Sharpe says. "We're going to be doing a lot of events to benefit local charities, we want to collaborate with local bars and restaurants and other breweries."

"We want the city to benefit as much as possible from our existence. And it'll be a lot of fun," Sharpe says.

Dark City Brewing Company is eyeing an opening date sometime next fall. Stay posted at facebook.com/Dark-CityBrewingCo.

EXHIBIT B

Planning Board Resolution and
Memorandum of City Director of Planning and Redevelopment
Dated January 14, 2014

**RESOLUTION
CITY OF ASBURY PARK PLANNING BOARD**

WHEREAS, the City Council of the City of Asbury Park authorized the Planning Board by resolution to undertake a review of a proposed amendment to the Main Street Redevelopment Plan, hereinafter referred to as the MSRP, that would permit the lessee of the property located at 1001 Main Street/803 Second Avenue (a/k/a Block 2702, Lot 5) to use the premises as a "microbrewery", pursuant to the requirements set forth in N.J.S.A. 40A:12A-7e; and

WHEREAS, said statute requires that the Planning Board prepare and transmit a report back to the Governing Body; and

WHEREAS, said statute further requires that the report of the Planning Board include an identification of any provision or provisions set forth in the proposed amendment to the MSRP that are inconsistent with the City Master Plan and contain recommendations concerning those inconsistencies and any other matters as the Board deems appropriate; and

WHEREAS, the Board conducted a public hearing on December 8, 2014, on the proposed amendment, at which hearing the amendment was presented on behalf of the Governing Body of the City of Asbury Park and testimony was received on behalf of the lessee of the property and members of the general public; and

WHEREAS, based upon the foregoing the Board has adopted the written reports prepared for this project by Donald B. Sammet, Director of Planning and Redevelopment for the City of Asbury Park, dated October 27, 2014 and November 19, 2014, which reports are annexed hereto and made a part hereof and designated as Exhibit A, pursuant to the requirements of the statute first referred above; and

WHEREAS, the Board finds that the proposed use is consistent with the City Master Plan and the MSRP.

NOW, THEREFORE BE IT RESOLVED, by the Planning Board of the City of Asbury Park that it hereby adopts the Reports annexed hereto and made a part hereof and the foregoing finding that the proposed amendment is consistent with the City Master Plan and the goals and objectives of the MSRP; and

BE IT FURTHER RESOLVED that the Board hereby directs the Board Secretary to transmit said Report to the Clerk of the City of Asbury Park pursuant to the Statute first mentioned above forthwith.

Garrett Giberson offered a motion to authorize the foregoing action of the Board which motion was seconded by Sara Anne Towery. All of the Board members in attendance at the meeting voted in favor of the motion.

The members of the Board who voted in favor of the foregoing action of the Board are authorized to vote for the adoption of this Resolution. They are: Anthony Perillo, Conrad Neblett, Herbert Fehrenbach, Sara Anne Towery, Jim Henry, Barbara Krzak and Garrett Giberson. (Seressa Grillo did not vote on this matter).

Ayes: *T. Perillo, B. Krzak, H. Fehrenbach*

Nays:

Abstain:

January ¹³ 8, 2015.

Barbara Van Wagner
Barbara VanWagner, Bd. Secretary

I certify this to be a true copy of the written Resolution adopted by the City of Asbury Park Planning Board on January ¹³ 8, 2015.

Barbara Van Wagner
Barbara VanWagner, Bd. Secretary

CITY OF ASBURY PARK
MUNICIPAL BUILDING
ONE MUNICIPAL PLAZA
ASBURY PARK, NJ 07712-7000

PH: 732-775-2100
Fx: 732-775-1483



CITY COUNCIL
MYRA CAMPBELL, MAYOR
SUE HENDERSON, DEPUTY MAYOR
JOHN LOFFREDO
JOHN MOOR
AMY QUINN

JACK KELLY, CITY MANAGER

Department of Planning and Redevelopment

To: City of Asbury Park Planning Board

Copy: Barbara VanWagner, Board Secretary
Jack Serpico, Esq., City Attorney
Kevin Kennedy, Esq., Applicant's Attorney

From: Donald B. Sammet, PP/AICP, Director of Planning and Redevelopment

Date: November 19, 2014

**RE: MAIN STREET REDEVELOPMENT PLAN
PLAN AMENDMENT REQUEST TO PERMIT MICROBREWERY
1001 MAIN STREET/801-803 SECOND AVENUE
BLOCK 2702, LOT 7**

The Mayor and Council have referred to the Planning Board a contemplated amendment to the Main Street Redevelopment Plan which would permit a "microbrewery" at 1001 Main Street.

Attached you will find a resolution, adopted November 12, 2014 from the Mayor and Council referring the matter. Also attached is my report, dated October 27, 2014 containing more detailed information about the State's microbrewery law, and proposed project.

Pursuant to the Local Redevelopment and Housing Law, the Planning Board must review the amendment, and provide a report containing its recommendations concerning the amendment to the Mayor and Council.

The applicant will describe the proposed project to the Planning Board at its meeting.



RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF ASBURY PARK REFERRING PROPOSED AMENDMENTS TO THE MAIN STREET REDEVELOPMENT PLAN TO THE CITY OF ASBURY PARK PLANNING BOARD, AND DIRECTING THE PLANNING BOARD TO TAKE CERTAIN ACTIONS PURSUANT TO N.J.S.A. 40A:12A-7(e)

WHEREAS, on November 12, 2008 the Mayor and City Council adopted Ordinance No. 2886 entitled "ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF ASBURY PARK, COUNTY OF MONMOUTH, STATE OF NEW JERSEY ADOPTING THE MAIN STREET REDEVELOPMENT PLAN RELATING TO THE MAIN STREET REDEVELOPMENT AREA" (the "Ordinance"); and

WHEREAS, pursuant to the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 *et seq.*, the "Act") the Ordinance adopted a plan (the "Main Street Redevelopment Plan" or the "Plan") for the redevelopment of an area (the "Main Street Redevelopment Area" or the "Area"); and

WHEREAS, the Main Street Redevelopment Plan has led to an increase in public and private investment within the Area since its adoption, however, the Plan may benefit from amendments to remove barriers to further investment; and

WHEREAS, the Act sets forth the process by which amendments to any redevelopment plan shall be considered and, if appropriate, adopted; and

WHEREAS, the City has been requested by Dark City Brewing Co., LLC to consider amendments to the Plan for a microbrewery at 1001 Main Street (the "Property") located in the Community Shopping Zone of the Main Street Redevelopment Area as further detailed in the information provided by Dark City Brewing Co., LLC ("Proposed Use") and included with the Memo from the City's Director of Planning and Redevelopment dated October 27, 2014 both of which are attached hereto as **EXHIBIT A**. The microbrewery would be established pursuant to State law and regulations within a portion of a building located at 1001 Main Street/801-803 Second Avenue. This building is located at the northwesterly corner of Main Street and Second Avenue. The microbrewery would be approximately 3,000 square feet; the space would contain a production area, tasting room, office, restrooms, and storage. Public access to the microbrewery would be from Second Avenue. A loading door and employee entry would also be located along Second Avenue; and

WHEREAS, in evaluating this request, the Mayor and Council considered the permitted uses in the existing Plan and the effect, if any, this amendment would have on the City's Master Plan and concluded that such an amendment would support the goals of the Plan and the Master Plan; and

WHEREAS, the City's Director of Planning and Redevelopment has opined that the Proposed Use is an appropriate use at the Property as set forth in his Memorandum of October 27, 2014 attached hereto as **EXHIBIT A**; and

WHEREAS, since the Property is in the Area and subject to the Plan, the Zoning Board does not have jurisdiction to consider an application for a variance; instead the Mayor and City Council must approve such use either generally or specifically through an amendment to the Plan; and

WHEREAS, the Mayor and Council desire to amend the Plan to allow for the Proposed Use at the Property; and

WHEREAS, the City's Director of Planning and Redevelopment has reviewed and recommended this request as set forth in the Memorandum attached hereto as **EXHIBIT A** including a proposed amendment to the Plan to accommodate this request (the "Proposed Amendment"), being:

On page 38 of the Main Street Redevelopment Plan, within the column setting forth the Permitted Principal Uses within the Community Shopping Zone, add the following language:

Microbreweries are permitted to have frontage on Main Street at property located at Block 2702, Lot 7. Microbreweries shall mean a brewery operating with a limited brewery license under N.J.S.A. 33:1-10

; and

WHEREAS, the Mayor and City Council have reviewed the Proposed Amendment and desire to forward the Proposed Amendment to the Planning Board for review pursuant to *N.J.S.A.* 40A:12A-7(e),

NOW THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Asbury Park as follows:

1. The Mayor and Council hereby refer the Proposed Amendment to the Planning Board for review and recommendation in accordance with the requirements of *N.J.S.A.* 40A:12A-7(e).

2. The Planning Board is authorized and directed to prepare a report of its recommendations (the "Planning Board Report") to the Proposed Amendment to the Plan within forty-five (45) days of the date hereof.

3. The Planning Board Report shall identify any provisions within the Proposed Amendment to the Plan that are inconsistent with the City's Master Plan, the recommendations concerning those inconsistencies and any other matters the Planning Board deems appropriate.

4. If the Planning Board Report is not transmitted to the Mayor and Council within forty-five (45) days of the date hereof, the Mayor and Council shall be relieved of the requirement to obtain a Planning Board Report for the Proposed Amendment to the Plan in accordance with *N.J.S.A.* 40A:12A-7(e).

5. The Clerk of the City shall forward a copy of this Resolution and the Proposed Amendment to the Planning Board for review pursuant to *N.J.S.A.* 40A:12A-7(e).

6. This Resolution shall take effect immediately.

Record of Council Vote on Final Passage				
COUNCIL PERSON	AYE	NAY	N.V	ABSENT
Mayor Myra Campbell	x			
Deputy Mayor Sue Henderson	x			
Council Member John Loffredo	x			
Council Member John Moor	x			
Council Member Amy Quinn	x			

✓Indicates vote

N.V- Not Voting Abstain

I, STEPHEN M. KAY, City Clerk of the City of Asbury Park, Monmouth County, New Jersey, DO HEREBY CERTIFY the foregoing to be a true and exact copy of this Resolution which was finally adopted by the City Council at a meeting held on the 12th day of November, 2014

CERTIFIED BY ME THIS 12th DAY OF NOVEMBER, 2014



 STEPHEN M. KAY, CITY CLERK

CITY OF ASBURY PARK
ONE MUNICIPAL PLAZA
ASBURY PARK, NJ 07712

PHONE: (732) 775 – 2100
FAX: (732) 775 - 0441



CITY COUNCIL
JOHN MOOR, MAYOR
AMY QUINN, DEPUTY MAYOR
YVONNE CLAYTON
JESSE KENDLE
JOE WOERNER

ANTHONY NUCCIO, ACTING CITY MANAGER

Department of Planning and Redevelopment

To: Tony Nuccio, Acting City Manager

Copy: Mayor and Council
Karl Kemm, Esq., Redevelopment Counsel

From: Donald B. Sammet, PP/AICP, Director of Planning and Redevelopment

Date: January 14, 2014

**RE: MAIN STREET REDEVELOPMENT PLAN
PLAN AMENDMENT REQUEST TO PERMIT MICROBREWERY
1001 MAIN STREET/801-803 SECOND AVENUE
BLOCK 2702, LOT 7**

The subject of this memo is for the establishment of a microbrewery called The Dark City Brewing Company at 1001 Main Street. Most of the information contained within this memo is repeated from my October 27, 2014 report, and is contained here for easy reference.

Background

At the November 12, 2014 meeting of the Mayor and Council, I described a proposed amendment to Main Street Redevelopment Plan, where the applicant was seeking to open up a "microbrewery" along Main Street in a location where such a use is currently not permitted. I advised at that time, that the City was seeing an interest in the establishment of both "microbreweries" and "craft distilleries" within its' borders. The desire to open these establishments in the City, in my opinion, comes as a result of both changes in the liquor license laws in the State of New Jersey, which have incentivized the establishment in these types of businesses, and the continued popularity of the City of Asbury Park as an entertainment destination.

In September of 2012, the State of New Jersey amended its' liquor license laws to incentivize the establishment of microbreweries and brew pubs in the State. New Jersey was losing, and scared of losing additional microbreweries and brew pubs due to high licensing fees and other regulations regarding consumption and sale.

The State law allows for a microbrewery to sell at retail to consumers for consumption on the premises but only after a tour of the brewery. Sale for off premises consumption can be made, but at a maximum limit of 15.5 gallons. No food is allowed to be sold, nor is a restaurant allowed to operate on the premises. Microbreweries may sell and distribute their product to wholesalers and retailers. Maximum production is capped at 300,000 barrels of 31 fluid gallons per year.

Project Description/Proposed Craft Distillery

The applicant proposes to establish a microbrewery pursuant to the regulations contained within the September 2012 State law within a portion of a building located at 1001 Main Street/801-803 Second Avenue. This building is located at the northwesterly corner of Main Street and Second Avenue. At approximately 3,000 square feet, the space would contain a production area and a tasting room. An office, restrooms, and storage would complete use of the space. Public access to the microbrewery would be from Second Avenue. A loading door and employee entry would also be located along Second Avenue.

REDEVELOPMENT PLAN CONSIDERATIONS

The property is located within the Community Shopping Zone of the Main Street Redevelopment Area.

The vision for the Community Shopping Zone is as follows:

"This section of Main Street is a vibrant commercial district that caters primarily to local residents of all races and income levels but that also draws visitors. New buildings in this section are all constructed up to the sidewalk line and have attractive, lively facades. Surface parking lots that once lined

the street have been redeveloped so that buildings line the street. The divide created by railroad tracks between the east and west sides of Main Street is bridged by new development and streetscape treatments.”

The subject property is mentioned specifically under the Goals and Objectives for the Community Shopping Zone.

“Parcel 168.1 Rehabilitation. This parcel would be rehabilitated and include retail stores that would become part of the shopping node envisioned in the Supermarket Redevelopment.”

Other relevant Goals and Objectives for the Community Shopping Zone include:

- *Reinforce this section of the redevelopment area as a commercial district that caters primarily to the needs of local residents. However, it should appeal to and draw residents who live both to the west and east of Main Street.*
- *Encourage property-owners to improve their facades in accordance with the Asbury Park Urban Enterprise Zone Design Guidelines.*

The permitted principal uses within the Community Shopping Zone are as follows:

Permitted Principal Uses

Retail stores; personal services; restaurants (dine-in); professional, medical, and business offices; childcare facilities; dance studios, martial arts schools, and similar instructional schools; bakeries; laundromats; multi-family residential (except on ground floor)

The following uses are permitted, but not in properties with Main Street frontage:

*cabinetmakers; furnituremakers; glass and mirror cutters; machine shops; welders; **manufacture / tangible products**; warehousing; wholesaling; repair shops, not including motor vehicle; artist live/work space; artist studios.*

The City considers a microbrewery a light industrial use (manufacture/tangible products), and such uses are permitted within the Community Shopping Zone; however,

such uses are not permitted in properties with Main Street frontage. The applicant proposes to locate the tasting room/bar, a storage area, and the business office, which are all technically part of the microbrewery business, in a portion of the building which is located along the Main Street frontage of the site.

As a manufacturing business (the microbrewery) is not permitted to have a Main Street frontage, an amendment to the Main Street Redevelopment Plan is required to allow for it.

PLANNING BOARD REVIEW

The Mayor and Council referred the potential amendment to the Planning Board for its review and comment by resolution dated November 12, 2014. The City Planning Board reviewed the proposed amendment at a meeting held on December 8, 2014. By Board resolution adopted on January 13, 2015, the Board has indicated that the use proposed in the amendment is consistent with the City Master Plan and Main Street Redevelopment Plan. The Board also adopted my memos dated October 27, 2014 and November 19, 2014 as part of their report. Those reports include the recommended ordinance language which is as follows:

On page 38 of the Main Street Redevelopment Plan, within the column setting forth the Permitted Principal Uses within the Community Shopping Zone, add the following language:

Microbreweries are permitted to have frontage on Main Street at property located at Block 2702, Lot 7. Microbreweries shall mean a brewery operating with a limited brewery license under N.J.S.A. 33:1-10.

RECOMMENDATIONS

I agree with the Planning Board and recommend that a microbrewery as proposed be permitted at the subject property by way of amendment to the Main Street Redevelopment Plan. I recommend that the Mayor and Council adopt an ordinance doing so.