**Save Asbury’s Waterfront**

We are a broad coalition of Asbury Park residents and environmental and civic/social justice organizations who want to preserve our oceanfront land from inappropriate development.

**Our Mission**

**We seek to foster and encourage appropriate development along Asbury Park's Waterfront.**

**That development will:**

**1. Maximize social inclusion and provide access for all residents and visitors**

**2. Recognize current coastal development guidelines and practices**

**3. Be sensitive to endangered species, pollution and other environmental concerns**

**4. Be transparent during all phases of planning and implementation**

We are residents who want to SAVE ASBURY'S WATERFRONT (SAW). We want iStar to **immediately stop** its ongoing construction that is based on outdated plans approved in 2004. Asbury Park has undergone tremendous change in 15 years and iStar's current development initiatives on the North End no longer suit our City.

Instead of developing one of the largest remaining coastal spaces in Monmouth County, we want iStar and the City to use its innovation and vast resources to develop an appropriate, forward-looking plan for Asbury's Waterfront.

**Summary of Specific Developments of Focus**

**The Construction Happening Now**

* Boardwalk from 6th Ave north to Deal Lake Drive is completely gone.
* At 7th Avenue, iStar’s new boardwalk will ABRUPTLY go from 64 FEET WIDE down to a 15 FOOT WIDE PATHWAY
* Some existing dunes are scheduled to be relocated
* Fisherman’s Lot will be paved with impervious, non-porous asphalt

**Future Construction**

* iStar plans to also build a MEMBERSHIP-BASED POOL CLUB WITH AN EXCLUSIVE ATMOSPHERE (it is being sold this way to prospective buyers of 1101 Ocean)
* The pool club will be LOCATED EAST OF OCEAN AVENUE, on the lot between 6th and 7th Avenues, with an entryway to the beach

**We believe these developments on the North End will:**

* Discourage public enjoyment of the boardwalk and beach
* Affect our fragile and changing coastal environment
* Not Promote Diversity and social inclusion
* DEVELOP ONE OF THE LARGEST REMAINING COASTAL OPEN SPACES IN MONMOUTH COUNTY

**Main Supporting Arguments Against the Development (in the context of our mission statement)**

1. Development in Asbury Park must honor the city’s diversity and **maximize social inclusion. THE PLAN DOES NOT SUPPORT DIVERSITY AND INCLUSION.** 
   * The pool club will be an expensive, membership-only club that will satisfy its public access requirement by allowing members to bring guests. **MOST OF ASBURY’S POPULATION WILL NOT BE ABLE TO AFFORD A MEMBERSHIP** because it will likely cost thousands of dollars each year.
   * The pool club is being advertised as a **FREE BENEFIT FOR PEOPLE WHO WILL BUY OCEAN CLUB CONDOMINIUMS** iStar is building and selling at 1100 Ocean Avenue.
   * **THE NARROW BOARDWALK AND POOL CLUB WILL PROMOTE THE SEGREGATION OF POOR AND WEALTHIER RESIDENTS** of Asbury Park, which is against the vision for an inclusive and diverse city.

**THE PLAN WILL DISCOURAGE PUBLIC ENJOYMENT OF THE WATERFRONT.**

* + The abrupt narrowing of the Boardwalk iStar’s new boardwalk will abruptly go from 64 feet wide down to a 15 FOOT PATHWAY.
  + **The pool club will be LOCATED** EAST OF OCEAN AVENUE, between 6th and 7th Avenues with an entryway to the beach. **THIS WILL SEVERELY INHIBIT PUBLIC ACCESS** for walking, bike riding, surfing, and beach entry.

1. Coastal development needs to adhere to **current coastal development practices and guidelines – this plan WILL AFFECT OUR FRAGILE, CHANGING COASTAL ENVIRONMENT.**
   * **The plan to pave the Fisherman’s Lot (between the Ocean and Deal Lake) with impervious cover with impervious cover could create flooding**
   * The CAFRA permit issued by NJ Dept. of Environmental Protection that iStar has to pave the lot and build a pool club is from 2004 – before Hurricane Sandy. **In the face of devastating climate change, THE PROPOSED PLAN IS NOT SUITABLE FOR POST-SANDY ASBURY PARK,** but was “grandfathered” into an outdated 2004 permit for Coastal Area.
2. We have a legal and moral mandate to foster biodiversity and **preserve habitats for endangered species. THE PLAN WILL DESTROY THE HABITATS OF 3 THREATENED SPECIES.**
   * There are endangered species currently present in these dunes (sea beach amaranth, piping plover, monarch butterflies)
   * The outdated permit allows construction on the basis that no endangered species were present in 2004. **These species could be destroyed in the boardwalk/dune project and the paving of the lot.**
   * We must consider the pollution and waste that will be created by the pool club.
3. We need development to reflect a changed Asbury Park and that is **transparent to the public**. **NO CLEAR COMMUNICATION HAS BEEN OFFERED FROM THE DEVELOPER REGARDING THIS PLAN**!
   * The public’s opportunity to comment appears “snuck in” during the public input session on lot-by-lot amendments earlier this year.
   * There have been no renderings or communications from iStar of what the new site will look like
   * The current boardwalk construction plans do NOT reflect what the City communicated in it’s [Master Plan Reexamination report from 12/2017](https://www.cityofasburypark.com/egov/documents/1538058542_19684.pdf) (the [Resilience + The Beach](http://www.rebuildbydesign.org/data/files/670.pdf) plans)