

# **Amended Springwood Avenue Redevelopment Plan**



## **City of Asbury Park Monmouth County New Jersey**

December 19, 2007

Adopted: \_\_\_\_\_ (Ordinance Number \_\_\_\_\_)



**Amended Springwood Avenue Redevelopment Plan  
Asbury Park  
Monmouth County, New Jersey**

December 19, 2007

*Presented to:* The Mayor and Council of the City of Asbury Park

*Presented by:* The Springwood Avenue Advisory Committee

Prepared by: The City of Asbury Park Department of Planning and Redevelopment

The original of this report was signed and sealed in accordance with N.J.S.A. 45:14A-12

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**The Springwood Avenue Advisory Committee**

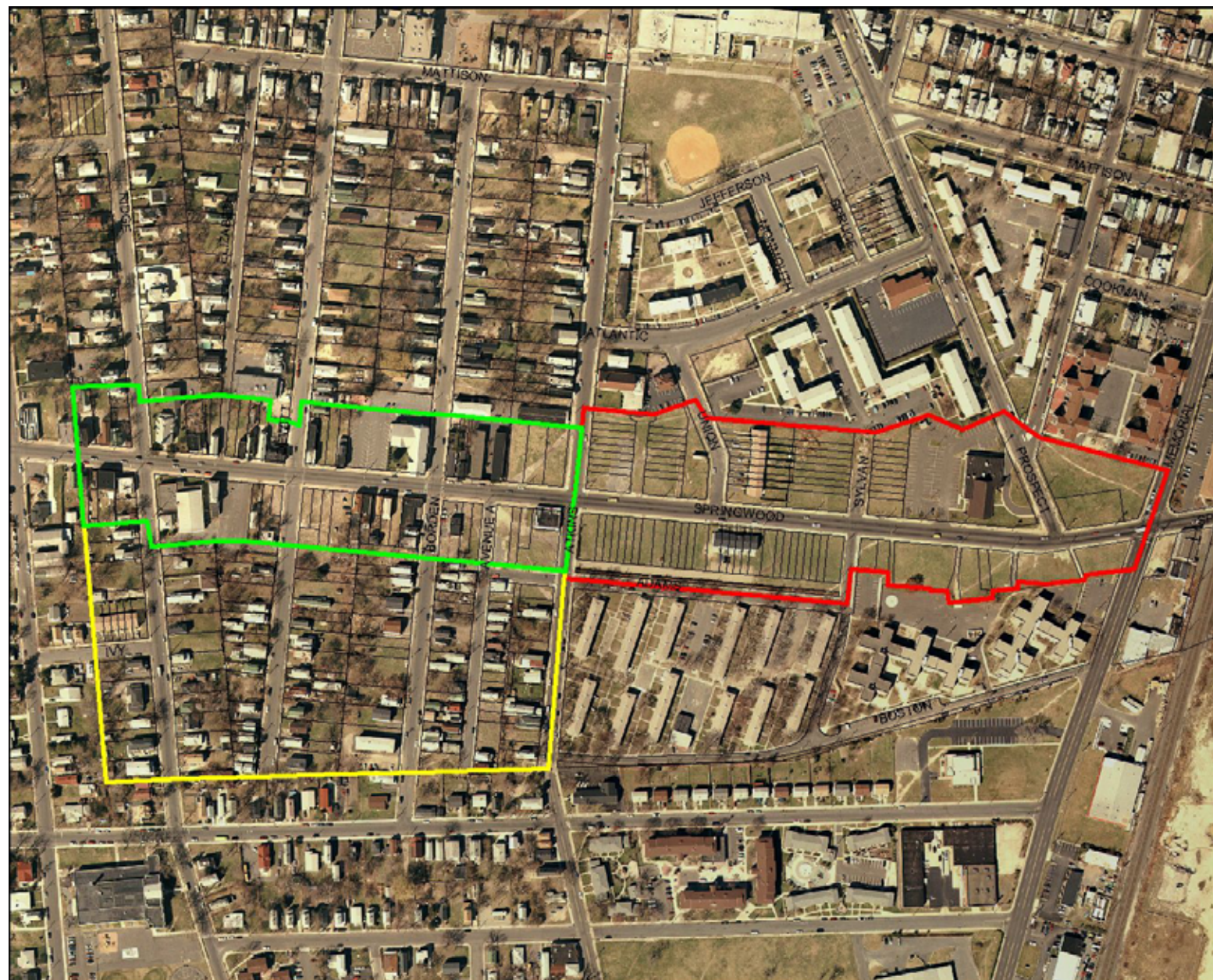
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## *The Springwood Avenue Redevelopment Plan*

### **Redevelopment Area Boundaries in 2004**

STARS Redevelopment Area

NC-Neighborhood Commercial

RR-Residential Redevelopment

Springwood Avenue Redevelopment Area

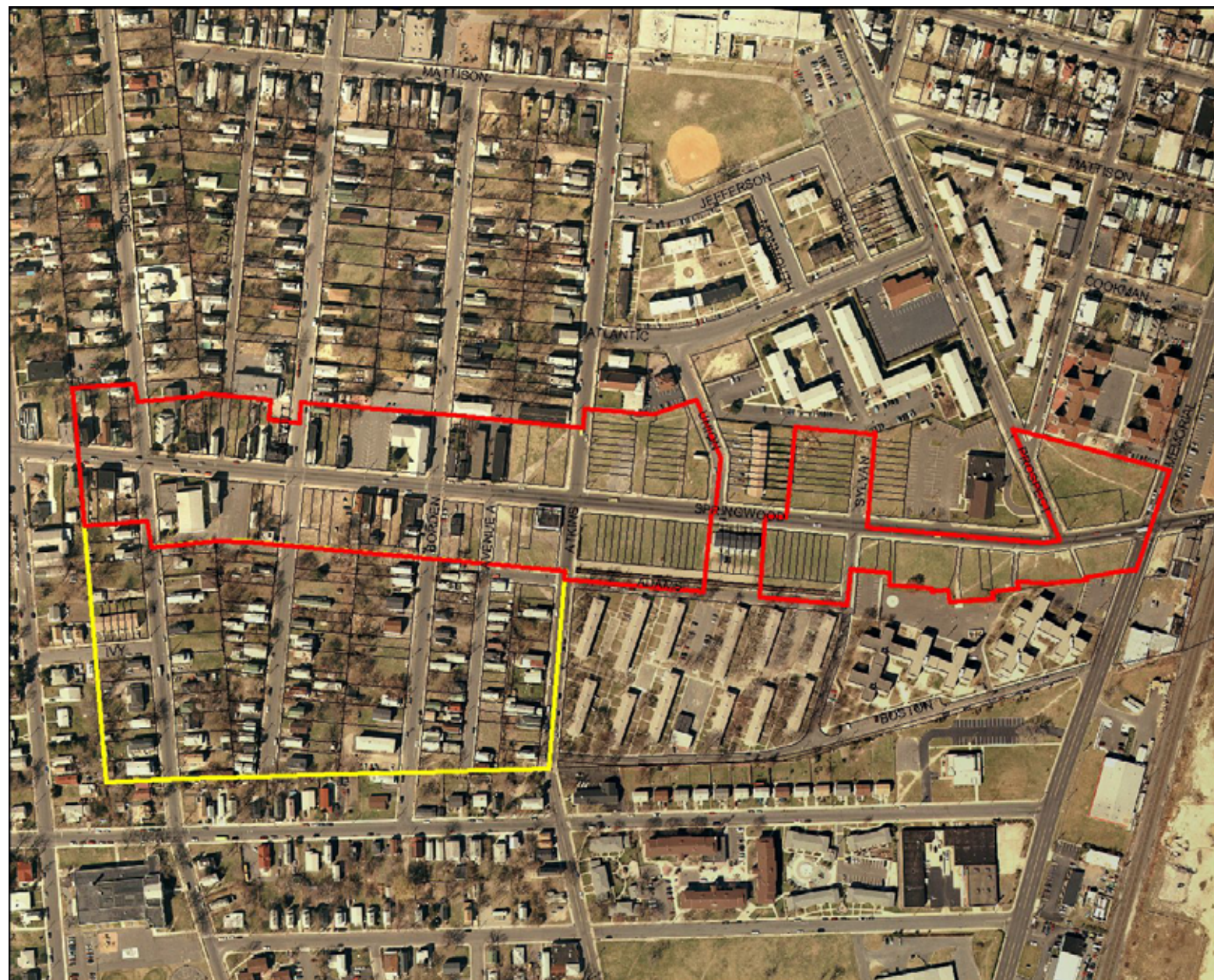
Property Boundaries



100 0 100 200 300 400 Feet

**City of Asbury Park  
Department of Planning and Redevelopment**

*Prepared by:  
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## The Springwood Avenue Redevelopment Plan

### Amended Springwood Avenue Redevelopment Area Boundaries

- Amended Springwood Avenue Redevelopment Area Boundary
- STARS Redevelopment Area
- RR-Residential Redevelopment
- Property Boundaries



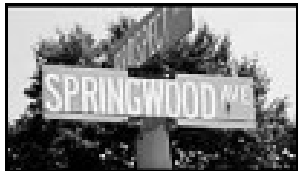
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**City of Asbury Park**  
**Department of Planning and Redevelopment**

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# INTRODUCTION

The Amended Springwood Avenue Redevelopment Plan is the product of a substantial public participation process involving community forums, public meetings, and the input of the Springwood Avenue Advisory Committee, a steering committee formed to provide guidance and recommendations towards the creation of this plan. The vision for the redevelopment of Springwood Avenue is now updated to reflect the current redevelopment objectives, policies, physical and social needs of the community.

The plan is designed to enhance the quality of life along Springwood Avenue, which will then have a positive effect on adjacent districts, and the City as a whole. The redevelopment plan calls for the creation of new businesses, housing, public spaces and a park. These will be constructed in a pedestrian friendly environment, with a user-friendly and attractive streetscape.

Throughout this plan, photographs are used to help illustrate the design standards and other elements of this plan. However, they should only be used as examples of quality design of buildings and public spaces and are not intended to in any way restrict creativity, variety or innovation. In some cases, photographs are used to illustrate examples of what is not desired.

The Plan includes a section entitled “History and Background” which will give the reader an understanding of not only the historical character of Springwood Avenue, but also a

**"Redevelopment plan"** means a plan adopted by the governing body of a municipality for the redevelopment or rehabilitation of all or any part of a redevelopment area, or an area in need of rehabilitation, which plan shall be sufficiently complete to indicate its relationship to definite municipal objectives as to appropriate land uses, public transportation and utilities, recreational and municipal facilities, and other public improvements; and to indicate proposed land uses and building requirements in the redevelopment area or area in need of rehabilitation, or both.

thorough description of the community outreach and public participation process followed to draft the Amended Springwood Avenue Redevelopment Plan.

With a few exceptions (the existing townhouses east of Atkins Avenue and lots currently owned by Saint Stephen’s Church), the Amended Springwood Avenue Redevelopment Plan encompasses the entire length of this historically significant thoroughfare from Memorial Drive on the east to the Neptune Township border on the west. The NC, Neighborhood Commercial Zone of the Strategic Target Area Rebuilding Spirit (S.T.A.R.S.) Redevelopment Area is now incorporated into this Plan so that there is one consistent vision for the Avenue, found in one document, one plan for Springwood Avenue.

The Amended Springwood Avenue Redevelopment Plan “breaks down” the Avenue into four separate zones. Each has its own distinct character, but at the same time they complement each other and help to form an interconnected development pattern that serves multiple community needs. These four zones are, from east to west: (1) The Springwood Avenue Gateway Zone, (2) The Springwood Avenue Residential Zone, (3) The Springwood Avenue Park Zone, and (4) The Springwood Avenue Neighborhood Commercial Zone.

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.

This is an important aspect of the overall redevelopment of Springwood Avenue. At present, the existing width of Memorial Drive and its speed of traffic makes it all too easy for people to drive right past the neighborhood and not even realize that it is there. These significant design features will help to welcome people to the community.

Heading west along the Avenue, building height will be reduced to a minimum of two and a maximum of three stories. To encourage continuous activity and interest, buildings shall be built up to the street line with allowable recesses of up to 15 feet to accommodate seating, outdoor dining areas, art displays and recessed storefronts. Professional offices and banks which typically lie unoccupied during the evening hours may not occupy more than 50% of the ground floor area and linear frontage of a structure.

Permitted uses include those encouraged around transit stops such as office, retail, restaurants and residential in mixed-use buildings. While the Plan does not preclude larger grocery stores or supermarkets, smaller “neighborhood” grocery and food service establishments are preferred. Cultural and recreational establishments such as museums, art galleries and theaters are also encouraged. Building upon Springwood Avenue’s past partly as a regional entertainment destination, nightclubs providing musical and other varieties of entertainment are permitted. To help provide much needed activities for young adults, on non-school hours and days, teens would be able to socialize at “teen clubs”, a welcome alternative to “hanging out” with no place to go.

Further west, in the Springwood Avenue Residential Zone, a variety of housing types are permitted. The intent is to create a residential district which helps support the new and existing businesses along the avenue, as well as help meet the housing needs of existing Asbury Park residents. Residential development will include a range of affordability levels so that younger and older people, singles and families of all income levels may find homes here.

To encourage interaction between the residential uses and those utilizing public space, residential buildings shall be placed close to the street. Front porches are required on all

single and two family dwellings. To clearly define the public and private realm, all dwelling units, shall have a clearly defined front yard by the utilization of landscaping or fencing not in excess of 3 feet in height.

To minimize gaps in the street frontage and interruptions to pedestrian mobility, garages and parking areas shall be accessed from rear lanes wherever possible. No garages or parking areas are permitted in front or side yards.

In the Springwood Avenue Park Zone, the provision of park space along Springwood Avenue will provide opportunities for active and passive recreation as well as a public gathering space. The identified location for a park along Springwood Avenue is centrally located between Memorial Drive and the Neptune border to the west providing the easy access for residents along the Avenue and adjoining residential districts. The park could essentially become a “central square” for the community. Activities that could occur include games for children and adults, farmers markets and fairs. Community gardens could be developed, benches, plazas, picnic areas, walking paths as well as active recreation space could all be designed into the park space. The park proposed along Springwood Avenue shall become a place that support community activity, a defined space where residents can come together to meet each other and build relationships.

The final park design will include amenities based on community needs and interests and will be determined as part of a public process. This park would complement the recently installed water park at the end of Atkins Avenue adjacent to the Bangs Avenue Middle School.

The proposed Springwood Avenue Neighborhood Commercial Zone (formerly the Neighborhood Commercial Zone in the S.T.A.R.S. Redevelopment Area), shall be developed with a mix of service oriented businesses to serve the needs of the surrounding residential communities. Upper story residences are encouraged to provide a continuous stream of activity in the zone, both during the day and evening hours.

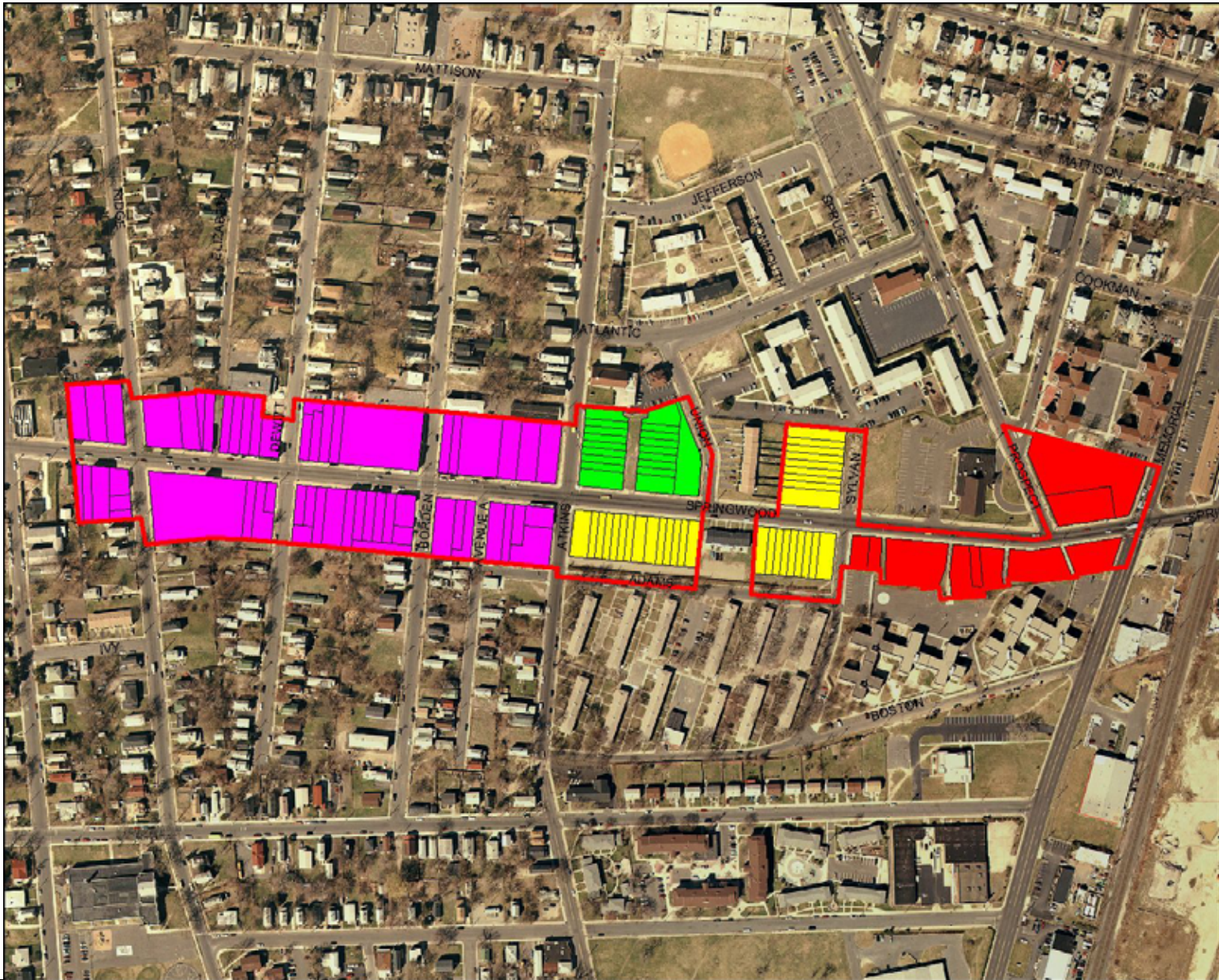


There are a number of existing structures that are located along this portion of Springwood Avenue. Some of these provide indications of the original architectural character of the Avenue. New building design should complement, but not necessary emulate this historic character. However, this shall not be construed to mean that contemporary or modern architectural designs are disfavored.

To the west of the Springwood Avenue Neighborhood Commercial Zone, lies the West Lake Avenue Redevelopment Area in Neptune Township. The West Lake and Springwood Avenue Redevelopment Areas are linked in that they have followed a similar path in history. Proposed redevelopment on West Lake adjacent to Asbury Park is also mixed-use, compatible with the proposed redevelopment in the Springwood Avenue Neighborhood Commercial Zone.

The installation of a pedestrian friendly streetscape, the installation of a bicycle lane along the Avenue and the establishment of a new jitney/shuttle bus service will facilitate a circulation system that encourages multiple modes of travel such as by mass transit, walking or bicycling. To meet parking requirements, a number of alternatives are allowed including the utilization of shared parking to make for more efficient use of available land.

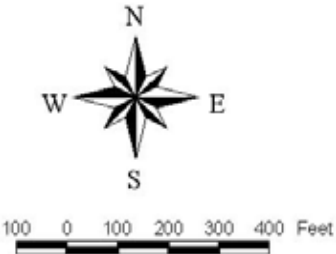
The Amended Springwood Avenue Redevelopment Plan includes the required components as specified in the Local Redevelopment and Housing Law as well as optional components deemed necessary to delineate the community's vision for this currently underutilized corridor and City gateway with the goal of making Springwood Avenue, once again, a vibrant district within the City of Asbury Park.



**The Springwood Avenue  
Redevelopment Plan**

**Springwood Avenue  
Redevelopment Area Zones**

- Amended Springwood Avenue Redevelopment Area Boundary
- Gateway Zone
- Residential Zone
- Park Zone
- Neighborhood Commercial Zone



**City of Asbury Park  
Department of Planning and Redevelopment**

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Director of Planning and Redevelopment*



# HISTORY AND BACKGROUND

## History of Springwood Avenue

Springwood Avenue is located in the City’s southwest quadrant in what is known as the “West Side”. In the late 1890’s, a real estate speculator named Frederick G. Burnham, cleared 135 acres on the West Side for development. Burnham’s main economic thoroughfare was Springwood Avenue, a bustling road lined with stores, churches, taverns, and restaurants. Springwood Avenue was very prosperous as was the West Side’s merchant and professional class.

By 1915, the West Side’s racial and ethnic composition was largely comprised of Italian, Jewish and African-American families. Springwood Avenue was lined with two and three story buildings busy with life and commerce. Boasting 95 stores on the north and south sides on Springwood Avenue from Main Street in Asbury Park and extending past Myrtle Avenue in Neptune, Springwood Avenue was a thriving commercial area.

Tourism in New Jersey was changing by 1960 as families started traveling further away for vacations. The demand for the beach resort area on the “East Side” that had provided jobs for two and three generations of West Side residents was declining and the impact was a steady erosion on Springwood Avenue’s economics.

In the late 1960’s, violence was erupting in inner cities around the Country. Early in the morning of July 4, 1970, the same happened along Springwood Avenue. Five days later the West Side had sustained over \$5 million in damages. After the disturbance, many local stores moved out of the City and to the suburban shopping malls.

Some of the businesses that existed on Springwood Avenue included Knuckles’ Electric, R&R Ribs, Eddie’s Barbershop, Griffin’s Cleaners, Consolidated Barbershop, John Milby haircuts, Imperial, Opal, Hutter’s, Bradley’s Furniture, the West Side Dining Room, Nellie Tutt’s, Kessler’s Grocery Store, Sweet Oranges Shoeshine, Blackie’s Café, Sophy’s Dress Shop, Jerry’s Market, Fisch’s department store, Hunter Jones’ Grocery

Store, Bunson Carter’s Drug Store, Carter’s Photography Studio, Paramount Paints, and the Goodwill Fire Company.

The Asbury Park music scene included the Hampton Inn, then changing the name to Big Bill’s nightclub, the State Ballroom (where Count Basie and his orchestra performed) The Orchid Lounge, the Roseland Ballroom, Turf Club, the Capital, the Hollywood, 2-Door, Cuba’s Spanish Tavern (showcasing Ike and Tina Turner, Little Richard and the Four Tops) and Smile-a-While (located on Atlantic Avenue where Broadway star Josephine Baker hired bandleader Claude Hopkins). Some of the West Side Hotels were the Metropolitan, Waverly Inn, Reeve’s and Whitehead.

Churches that still stand strong are Mt. Pisgah Baptist Temple and St. Peter Claver Catholic Church. St. Stephens A.M.E. Church is also on Springwood and was built after 1970. Our Lady of Mount Carmel was originally on Springwood Avenue but moved two times (the second move after World War II) before establishing at its present location on Asbury Avenue.

The S.T.A.R.S. Community Development Corporation established a Redevelopment Plan for the Southwest area of the City to encourage homeowner equity and neighborhood retail. Springwood Avenue is still waiting for its renaissance. The Amended Springwood Avenue Redevelopment Plan will help to provide that opportunity.

## Redevelopment Area Background

As the Amended Springwood Avenue Redevelopment Plan encompasses properties that were once within two separate redevelopment areas, it is important to view the history of redevelopment efforts for both areas.

## Strategic Target Area Rebuilding Spirit (STARS) Redevelopment Area

In June of 1999, the Mayor and Council authorized the City Planning Board to undertake a preliminary investigation report to determine if a particular neighborhood in the City, in whole or in part, met the statutory criteria to be designated a redevelopment area. That



neighborhood, now known as the STARS area, was bounded by Atkins Avenue on the east, the Neptune border on the west and south, and on the north by those properties fronting on Springwood Avenue. By November of that same year, the STARS Redevelopment Area was designated by the Mayor and Council.

By May of 2000, a draft redevelopment plan was prepared, then reviewed by the Planning Board and finally adopted on July 5, 2000. The STARS Redevelopment Plan broke the redevelopment area down into two separate zones, the Neighborhood Commercial or NC Zone and the Residential Redevelopment or RR zone. The vision for the NC zone included the development of mixed-use buildings with retail uses on the ground floor only and residential units on upper stories at a maximum residential density of 40 dwelling units per acre. Exclusively residential development was also envisioned and allowed along Springwood Avenue in the NC Zone in the form of attached and detached single and two family dwellings as well as townhouses. Finally, houses of worship and municipal facilities were permitted and a small community park at the corner of Atkins and Springwood Avenues proposed. The RR zone, which is not incorporated into this plan, allowed for residential development in the form of attached and detached single and two family dwellings as well as townhouses. Houses of worship and municipal facilities were also listed as permitted uses.

In the RR Zone, the STARS plan called for (and still does call for) the acquisition of almost all properties on tax blocks 98, 99 and 100 or the area bordered by Atkins Avenue on the east, Borden Avenue on the west, the Neptune border to the south and Adams Street on the north. The vision for those properties to be acquired was the construction of 36 single family homes. In 2000-2001, a developer was chosen to construct the homes, but by 2002, it was determined that there was insufficient land to build the 36 homes as envisioned. In July of 2002, the STARS plan was amended by reducing required lot sizes so that 31 single family homes could be constructed. Due to a lack of funding and rising land costs, the developer and City were unable to acquire the necessary properties and start construction. This area still awaits its redevelopment. Currently, the Mayor and Council have authorized the solicitation of developers who may be willing to build in this portion of STARS, and are considering an increase in permitted residential density for this portion of the RR zone.

### Springwood Avenue Redevelopment Area

The Springwood Avenue Redevelopment Area once comprised of a number of parcels between Memorial Drive to the east and Atkins Avenue to the west including many properties now developed by the Asbury Park Housing Authority. The Springwood Avenue Redevelopment Area was found to be a Blighted Area (now known as an Area in Need of Redevelopment) pursuant to the Blighted Area Act which is now a part of the Local Redevelopment and Housing Law. Subsequent to this finding, a Redevelopment Plan was adopted for the Area in 1970. That Plan was revised in September of 1975. It's title is: "Springwood Avenue Urban Renewal Project: Housing Authority of the City of Asbury Park, Asbury Park, New Jersey: Urban Renewal Plan". The Urban Renewal Plan called for the development of the land then included in the Plan for a mix of uses including single family detached dwellings and row-houses, multi-family residential uses such as garden apartments and commercial uses such as retail and office. Other permitted uses included municipal parking facilities, mixed-use buildings containing professional office space with not more than one residential unit, churches and schools.

Although many of the properties included in the Urban Renewal Area were developed by the Housing Authority, activity along Springwood Avenue was limited to two groupings of townhouse style residential developments located on the southern side of Springwood Avenue across from Union Avenue, and a second grouping on the eastern side of Union Avenue. These developments were approved in 1990. Although the 1990 approval was for a total of 75 individual townhouse units, by 1993 only 15 were constructed.

In 2004, an amended Springwood Avenue Redevelopment Plan was prepared by the City of Asbury Park. The 2004 Plan called for uses within the Redevelopment Area as exclusively residential, with a total of approximately 120 dwelling units in multi-family, townhouse and detached housing styles. Many of the housing units proposed would have been designated as affordable housing. As a result of a lack of community support for the amended plan, the Mayor and Council determined to table the 2004 plan and hold community forums to explain the plan in detail and gain input and recommendations from the community as to how Springwood Avenue should be developed. A summary of the community outreach process is described below under the "Community Outreach and Public Involvement" heading below.



### One Plan for Springwood Avenue

Significant private development has not occurred along Springwood Avenue as envisioned in the Urban Renewal Plan or STARS Redevelopment Plan. The community has now presented a revised vision for the Springwood Avenue corridor as identified in this Plan. The vision for the redevelopment of Springwood Area as set forth in prior redevelopment plans is now being updated to reflect the current development objectives, policies, physical and social needs of the community in one plan for Springwood Avenue.

This document, the Amended Springwood Avenue Redevelopment Plan, when adopted by the Mayor and Council, will replace the Urban Renewal Plan and the NC zone of the STARS plan and will contain the governing development regulations within the Springwood Avenue Redevelopment Area for the boundary identified in this plan.

### Community Outreach and Public Involvement

As stated above, the City of Asbury Park prepared a draft Amended Springwood Avenue Redevelopment Plan in 2004. The plan called for residential development of the Springwood Avenue corridor from Memorial Drive to Atkins Avenue. On December 22, 2004, the Mayor and Council reviewed the draft plan and forwarded it to the Planning Board for their review and comment.

The Planning Board reviewed the draft plan at meetings held on January 10, 2005 and January 15, 2005. In their report to the Mayor and Council, the Planning Board identified a number of concerns and made a number of recommendations that called for a “re-thinking” of the goals contained within the plan. These included recommendations to allow a mix of commercial and residential uses rather than just residential use in the area; clearly identify how much affordable housing and what types of housing (rental or ownership) would be provided; dispersing affordable housing throughout the redevelopment area rather than concentrating it and a number of other recommendations regarding plan content.

The Mayor and Council reviewed the report of the Planning Board at a special meeting held on January 28, 2005. Based on the recommendations of the Planning Board, some elements of the draft plan were changed, but the allowable land use proposed remained exclusively residential. The Mayor and Council decided to introduce the draft plan by ordinance, so that public comment could be taken regarding the draft plan during a hearing.

The ordinance was scheduled for public hearing on February 10, 2005. A number of residents attended and presented their views. In response, the Mayor and Council determined that additional community input was needed and tabled any vote on the 2004 draft Amended Springwood Avenue Redevelopment Plan.

### Public Forums at Saint Stephen’s Church-Springwood Avenue

The Mayor and Council scheduled two public forums at Saint Stephen’s Church, located at the corner of Springwood Avenue and Prospect Avenue within the Springwood Avenue Redevelopment Area, to gain community input on the draft plan. The first was held on March 10, 2005. Presented were the overall goals contained in the plan along with concept plans from the potential developers of the Avenue to help visualize what Springwood Avenue would look like after redevelopment as delineated in the draft plan.

Attendance was significant. A number of comments and suggestions were made regarding allowable land uses including commercial, residential and recreational uses; including provisions in the plan for utilization of local labor and building products; providing more affordable housing and the creation of jobs.

A second public forum was held at Saint Stephen’s Church where three general topics were reviewed: (1) what was heard from the general public about the process used to create the draft plan, (2) what development ideas were suggested by the general public, and (3) what the general public said about other items such as employment, how the community should benefit from Springwood Avenue’s redevelopment and other social considerations such as safety and affordable housing. To help facilitate this second public forum, a summary of the comments received during the first public forum was utilized. Entitled “This is what we heard....is this what you said?”, this eleven point listing of



comments, concerns and recommendations has been used and referred to throughout the process used to prepare this plan. The document is attached at the end of this plan as Appendix E.

At each public forum, a sign-in sheet was provided. In addition, those interested in participating in any further visioning for the Springwood Avenue corridor were encouraged to volunteer. A separate sign-up sheet was provided for this purpose.

#### Formation of the Springwood Avenue Advisory Committee

Based upon the comments received at the public forums, the Mayor and Council determined that an advisory committee should be created to help guide the redevelopment planning process and make recommendations to the governing body on how Springwood Avenue should be redeveloped. Everyone who was willing to participate was appointed to the newly created Springwood Avenue Advisory Committee (SAAC).

#### The Springwood Avenue Advisory Committee

The Springwood Avenue Advisory Committee (SAAC) began meeting in September of 2005. The SAAC began by formulating a mission statement, identifying resources, and establishing a process to insure community involvement. The SAAC also received information on the redevelopment planning process including presentations by the Asbury Park Director of Planning and Redevelopment and the Senior Program Officer of the Local Initiatives Support Corporation. The SAAC was briefed on the elements contained in the Local Redevelopment and Housing Law, including the required and optional elements of a redevelopment plan.

With their mission established, and knowledge of the redevelopment process in hand, the SAAC formed subcommittees, each of which focused on various elements of the plan and/or planning process.

#### Springwood Avenue Advisory Committee Mission Statement

*The SAAC is responsible for ensuring that the Springwood Avenue Redevelopment Plan is developed in a manner that protects and promotes the interest and meets the needs of local residents and businesses. Our goal for this plan is to advance a sustainable community model, which will include:*

- *Job opportunities;*
- *Housing;*
- *Entertainment;*
- *Recreation;*
- *Transportation;*
- *Business development;*
- *A partnership with a developer who shares our vision for job opportunities and skills education.*

*The SAAC will present the proposed redevelopment plan to the local community for input and approval, before it is presented to the Asbury Park City Council for a final vote.*

The subcommittees created were as follows:

- Housing
- Retail and Commercial
- Media/Community Outreach
- Design and Transportation
- Education and Recreation
- Quality of Life

Each subcommittee met together and formulated its own individual mission statement and a set of goals or recommendations for what should be included in the recommended redevelopment plan. These mission statements and goals and objectives have been utilized while drafting the Amended Springwood Avenue Redevelopment Plan.



### **SAAC Subcommittee Mission Statements**

*Housing Subcommittee:* “Improve housing conditions in the vicinity of Springwood Avenue by ensuring the availability of adequate and appropriate housing alternatives for neighborhood residents of all income levels with special emphasis on mitigating any potential displacement of neighborhood residents resulting from the anticipated redevelopment of Springwood Avenue.”

*Retail and Commercial Subcommittee:* “Recognizing the historic significance of the Springwood Avenue corridor—being one of mixed commercial/residential use—the redevelopment plan being contemplated must be created within this context. Therefore, the redevelopment plan shall include, but not be limited to, the creation of entities as follows: recreational facility; mixed-use housing/commercial establishments; public/civic, and professional services; and locally owned retail establishments/services.”

*Media/Community Outreach Subcommittee:* “To ensure the integrity of the Springwood Avenue redevelopment process by holding government officials, City Council members, residents, the SAAC and developers accountable for their actions. To empower residents through a grassroots organizing effort that will help develop local leadership and build relationships between government, community stakeholders, community residents, social services, churches, labor organizations and/or other social justice organizations.”

*Design and Transportation Subcommittee:* “Enhancing the existing transportation facilities and services, focus on the James J. Howard Transportation Center, the train station area bounded by Springwood/Lake Avenues, Memorial Drive and Main Street.”

*Education and Recreation Subcommittee:* “To enhance existing education and recreation programming and facilities and create new and exciting programming and facilities in the Springwood Avenue corridor.”

*Quality of Life Subcommittee:* “To ensure that the standard of the quality of life for the residents of the Springwood Avenue Corridor be elevated to the highest level of operation based on four categories that we feel are necessary to carry the vision: safety, elevated living conditions, community interaction and redevelopment quality control.”

*Prepared by the City of Asbury Park Department of Planning and Redevelopment*

At their July 2006 meeting, the SAAC received a copy of an incomplete draft redevelopment plan for the Avenue to help familiarize the committee with the actual format and elements that would or could be included in the final Amended Springwood Avenue Redevelopment Plan. Department of Planning Staff described the elements and suggested that members of the SAAC review the draft plan, be prepared to discuss those elements in detail and provide recommendations for actual plan content. The overall goal of the discussion was to facilitate detailed discussion on plan content that would most accurately reflects the community’s needs and desires.

With an outline of the Amended Springwood Avenue Redevelopment Plan in hand, on August 11, 2006, the SAAC held an all day long retreat to “put the meat on the bones” of the Amended Springwood Avenue Redevelopment Plan. At the retreat, the SAAC was able to further discuss their vision for the redevelopment of Springwood Avenue and how that vision could best be incorporated into the Plan. To facilitate the retreat, all SAAC members were provided a “workbook” containing a list of items that needed to be considered including the size or scale of development, desirable land uses, recreational opportunities, and design considerations including design that promotes public safety, standards for fences, signs, awnings, building appearance, parking location and streetscape amenities. The information provided during the retreat, as well as throughout the meetings of the SAAC, has been utilized in the drafting of this Plan.



*Members of the SAAC hard at work during their August retreat.*

### **SAAC Issued Draft – November 17, 2006**

On November 30, 2006 the SAAC completed and released a draft Amended Springwood Avenue Redevelopment Plan at a community meeting in which a presentation was given.



Complete, professionally bound plans were distributed. The community was advised that there would be a 30 day period for review and comment.

Community leaders and groups organized community education workshops, (1) to familiarize the community with the role of the “redevelopment plan” in the redevelopment process, (2) to familiarize the community with the history of the “Springwood Avenue Redevelopment Plan” and why it was in need of revision and, (3) to familiarize the community with this revised version of the Springwood Avenue Redevelopment Plan and the pros and cons of its potential impact on community residences and stakeholders. As a result of these community workshops the time period for public comment was extended.

The SAAC organized and conducted five additional public input sessions from which additional comments and input were received. This revision of the Amended Springwood Avenue Redevelopment Plan reflects inclusion of appropriate (legal and pertinent) input received through SAAC public input sessions, community organizations, community small group meetings and individual submissions.

# STATUTORY REQUIREMENTS

The Amended Springwood Avenue Redevelopment Plan has been prepared 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 Amended Springwood Avenue Redevelopment Plan has been designed to meet these requirements as described in the following sections.

# BOUNDARY DESCRIPTION

The Springwood Avenue Redevelopment Area is located in what is commonly called the southwest quadrant of the City of Asbury Park, in close proximity to the James J. Howard Transportation Center, City Hall and Main Street. The Area is comprised of a portion of the Urban Renewal Area, generally bound on the east by Memorial Drive; on the west by Atkins Avenue, on the south by Lee’s Lane and the rear lot lines of the lots fronting onto Springwood Avenue on Block 104; and on the north by an irregular line extending from Atkins Avenue to Memorial Drive located at a distance varying from about 200 feet to about 290 feet north of Springwood Avenue. However, the existing townhouses located on the southerly side of Springwood Avenue between Atkins Avenue and Memorial Drive (Block 101.01, Lots 20 through 15), the existing townhouses located on the easterly side of Union Avenue (Block 81.02, Lots 1 through 9) and the lots currently owned by Saint Stephen’s Church (Block 81.01, Lot 1 and Block 81.03, Lots 1 through 10) are not included in the redevelopment area. Also incorporated into the Springwood Avenue Redevelopment Area is the former NC, Neighborhood Commercial Zone of the STARS



Redevelopment Area. A map identifying the boundaries entitled “Amended Springwood Avenue Redevelopment Area Boundaries” is included on page six of this Plan.

The current Springwood Avenue Redevelopment Area boundaries reflect a smaller land area east of Atkins Avenue than those found in the Urban Renewal Plan. Many of the properties identified in that plan and not included within this Amended Springwood Avenue Redevelopment Plan have been redeveloped with a variety of uses including public housing, religious and educational institutions, and multifamily housing.

# AREA DESCRIPTION AND SURROUNDING LAND USES

## Existing Conditions

The Springwood Avenue Redevelopment Area east of Atkins Avenue contains vacant land. West of Atkins Avenue, Springwood Avenue is developed with two houses of worship including Mount Pisgah Baptist Church and Saint Peter Claver Church (currently not used for secular services). Saint Peter Claver also owns property along the Avenue which is utilized by the Sisters Academy as a private, girls only middle school. A variety of commercial and residential uses also exist along this portion of Springwood Avenue including a pizzeria, barber shop, small scale food market/grocery store, and small scale retail uses. An apartment complex (Bradley Sales Apartments) is located on the north side of Springwood Avenue between Atkins Avenue and Borden Avenue. There are also a number of vacant lots fronting on Springwood Avenue west of Atkins.

There are approximately 26 vacant lots in this area, 12 of which are City owned. Of the City owned lots, the New Jersey Schools Construction Corporation had advanced a plan for the construction of a new elementary school along the northerly side of Springwood Avenue, on the block bound by Atkins and Borden Avenues. However, future plans for the school’s construction remain uncertain at this time. The owner of the 6-11 Market, located at the southeast corner of Borden and Springwood Avenue has approached the City with the desire to purchase two adjacent city owned lots with the intent of expanding

his business by constructing a larger market of approximately 7,000 square feet with a mix of market and affordable residential units on upper stories.

Regarding private development, one application for development has been submitted to the Planning Board for a property in this area in the last three years. The Sisters Academy received approval from the City Planning Board in March of 2007 to construct an enlarged school facility of approximately 2 stories in height at the same location that they currently occupy.

## Surrounding Land Uses

Along Springwood Avenue, between Atkins Avenue and Memorial Drive, there are two groupings of townhouse style residential developments. These two groupings of townhouse style residential developments are located on the southern side of Springwood Avenue across from Union Avenue, and a second grouping on the eastern side of Union Avenue. These developments were approved in 1990. Although the 1990 approval was for a total of 75 individual townhouse units, by 1993 only 15 were constructed. Architectural



Some of the townhouses constructed on Union Avenue.

plans submitted with the application indicate that each individual townhouse unit contained 1,080 square feet of livable area on 2 floors. Each unit contained a kitchen, living/dining room and half bath on the first floor and two bedrooms and a full bath on the second floor. Each unit’s footprint was approximately 18 feet in width and 30 feet in depth. Height to the peak of the roof was 25 feet. Individual garages were not provided for the townhouse units. The Planning Board did not require the provision of on-site parking noting at the time, stating that the need for parking must be counterbalanced against the need for development of the subject tract. It was also contemplated that both sides of Springwood Avenue would be utilized for parking. At some point, parking pads were constructed for the townhouse units on Union Avenue. An aerial photograph also



shows that for the units along Springwood Avenue, Lee's Lane is utilized to access rear yards which appear to be used for parking.

The second existing development along Springwood Avenue and east of Atkins Avenue is Saint Stephen's Church, located at the northwest corner of Springwood and Prospect Avenues. The Saint Stephen's property occupies approximately 1.6 acres and accessory parking in the amount of 74 spaces. The parking area is accessed in two locations, from two way driveways along Springwood Avenue and Prospect Avenue. There is also a circular driveway located on the Prospect Avenue side of the property.



*Saint Stephen's Church.*

To the north along Memorial Drive, lies Lincoln Village, a 63 rental unit residential development owned and maintained by the Asbury Park Housing Authority.

To the south, the Asbury Park Housing Authority also owns and maintains a number of housing facilities including Asbury Park Village (126 rental units) and Boston Way Village (123 rental units).

Additional affordable housing is also located to the north including Saint



*Lincoln Village.*

Stephen's Manor (90 rental units) and Vita Garden Apartments (79 rental units), both of which are located between Atkins Avenue to the west and Prospect Avenue to the east.

These properties are all zoned R3 Multi-Family Medium Density, which allows for residential densities of up to 50 dwelling units per acre. Actual development is at a residential density in the range of 22 to 31 dwelling units per acre.

Also located to the north at the corner of Atkins Avenue and Atlantic Avenue is the Second Baptist Church.

West of Atkins Avenue, the Springwood Avenue Redevelopment area is surrounded by predominantly residential development. The RR Residential Redevelopment Zone of the STARS Redevelopment Area described in the History and Background section of this plan is located to the south. This area contains primarily detached housing. Current zoning allows for the construction of both detached and attached one and two family homes, along with one and two family townhouse style developments. Currently, the Mayor and Council have authorized the solicitation of developers who may be willing to build in this portion of STARS, and are considering an increase in permitted residential density for this portion of the RR zone. Under a maximum build-out scenario of attached two-family homes on 2,000 square foot lots, a residential density of 43 dwelling units is possible.

Northwest of the Springwood and Atkins Avenue intersection, properties are currently zoned R1A, Attached Single Family Residential. The majority of lots in this area are single and two-family residential with a few multi-family structures. The 2006 City Master Plan recommends that this area be rezoned to R1 Single Family Residential use as the majority of homes in the zone are single family dwellings and that the need for more single family homes was identified during preparation of the Master Plan.

The West Side Community Center is located along DeWitt Avenue adjacent to the Springwood Avenue Redevelopment Area boundary. The Center includes a gymnasium, meeting rooms, a computer lab and playground. The Center is used regularly for after school activities and special events.



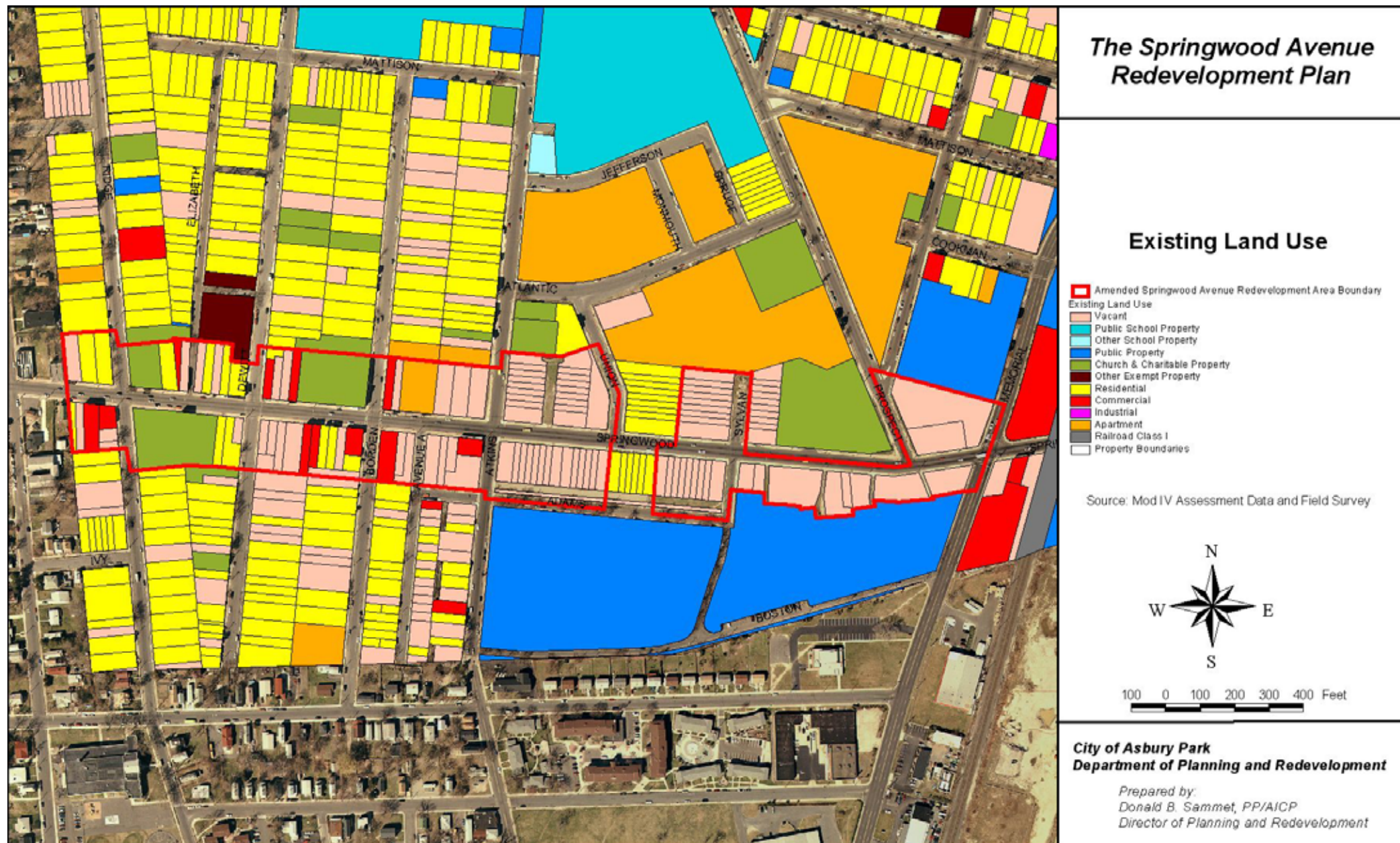
As Springwood Avenue crosses into Neptune Township, its name changes to West Lake Avenue. Neptune Township has adopted a redevelopment plan for West Lake Avenue which calls for mixed-use development adjacent to the Asbury Park border.

The Area is strategically located in terms of availability of access to mass transit. To the east, across Memorial Drive, lies the James J. Howard Transportation Center, a mass transit hub in Monmouth County providing stops for local and regional bus service and for trains that run along New Jersey Transit's North Jersey Coast line. The Transportation Center also has a taxi stand. The very presence of this transit hub makes it a key component in the continued revitalization of the Springwood Avenue corridor and City as a whole.



*The James J. Howard Transportation Center.*

At the southeast corner of Springwood Avenue and Memorial Drive, the City Zoning Board of Adjustment has recently approved a mixed-use project containing 26 condominium units and approximately 10,500 square feet of commercial space. This 4-story project will act as a transition from commercial uses to the east to those proposed toward the west in this redevelopment plan.





## GOALS OF THE REDEVELOPMENT PLAN

As this Redevelopment Plan is the product of a community-based planning effort under the guidance of the Springwood Avenue Advisory Committee, the goals and objectives contained herein reflect the stated needs of the community.

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. In support of this overarching goal, the Amended Springwood Avenue Redevelopment Plan includes the following “sub-goals”:

- Promote the establishment of jobs through the construction of new businesses along the Springwood Avenue corridor that will provide opportunities for both existing residents in the neighborhood and others in the City and surrounding area while at the same time encouraging local involvement in the construction process through Community Benefit Agreements, a “First Source” policy for local labor and building products and apprenticeship programs.
- Improve the availability of adequate and appropriate housing alternatives for neighborhood residents of all income levels with a special emphasis on mitigating any potential displacement of neighborhood residents resulting from the redevelopment of Springwood Avenue.
- Promote the creation of entertainment and cultural facilities that reflect the historic character of Springwood Avenue and the City of Asbury Park.
- Provide for adequate recreational opportunities that allow for active and passive recreational use as well as an area where residents can come together, meet each other and foster relationships.
- Enhance existing circulation patterns through the creation of new transit options and promotion of walking and bicycling as an alternative means of travel.

- Encourage joint participation in the implementation of the Amended Springwood Avenue Redevelopment Plan through cooperative partnerships with the City, Springwood Avenue Advisory Committee, STARS Community Development Corporation, Urban Enterprise Zone and property owners and residents in the area.
- “Connect” Springwood Avenue and other parts of the City and surrounding communities by improving vehicular, pedestrian and bicycle circulation along Springwood Avenue and by providing for a mix of land uses that would attract visitors to the neighborhood.
- Promote energy efficiency and the conservation of natural resources through the use of “green building” practices.
- Ensure high level architectural integrity that provides for an attractive, “people centered” environment.
- Promote business development through the introduction of a variety of business types along Springwood Avenue with easy access to multiple modes of transportation.
- Partner with a developer or developers that shares our vision.

## PROPOSED LAND USES AND BUILDING REQUIREMENTS

The Amended Springwood Avenue Redevelopment Plan, when adopted by the Mayor and Council, will replace the Urban Renewal Plan and provisions contained in the S.T.A.R.S. Redevelopment Plan for the NC Neighborhood Commercial district. Areas covered by this Plan shall be redeveloped in accordance with the standards and requirements set forth herein.

This Plan shall also 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.



**Springwood Avenue Gateway Zone**

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 that 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.

This is an important aspect of the overall redevelopment of Springwood Avenue. At present, the existing width of Memorial Drive and its speed of traffic makes it all too easy for people to drive right through the neighborhood and not even



*An example of a corner building with a defining vertical design element.*



*Clock towers can act as a focal point.*

realize that it is there. These significant design features will help to welcome people to the community.

Heading west along the Avenue, building height will be reduced to a minimum of two and a maximum of three stories. To encourage continuous activity and interest, buildings shall be built up to the street line with allowable recesses up to 15 feet to accommodate seating, outdoor dining areas, art displays and recessed storefronts. Professional offices and banks which typically lie unoccupied during the evening hours may not occupy more than 50% of the ground floor area and linear frontage of a structure. All off-street parking shall be located at the rear of structures.

Permitted uses include those encouraged around transit stops such as office, retail, restaurants and residential in mixed-use buildings. While the Plan does not preclude larger grocery stores or supermarkets, smaller “neighborhood” grocery and food service establishments are preferred. Cultural and recreational establishments such as museums, art galleries and theaters are also encouraged. Building upon Springwood Avenue’s past partly as a regional entertainment destination, nightclubs providing musical and other varieties of entertainment are permitted. To help provide much needed activities for young adults, on non-school hours and days, teens would be able to socialize at “teen clubs”, a welcome alternative to “hanging out” with no place to go.

Lot 6 in Block 80 is only partly located in the redevelopment area. This lot will need to be subdivided along the redevelopment area boundary to facilitate development. When necessary, lots will need to be consolidated to meet minimum lot size requirements.



*Small public plazas offer an opportunity for social interaction and can provide seating areas and areas for public art displays.*



**Permitted Principal Uses**

Ground floor:

- Retail sales
- Restaurants
- Catering Halls and Facilities
- Licensed professional or trade schools such as dance and martial arts schools
- Recreational services such as a multipurpose children’s activity space devoted to learning, recreation and entertainment, which may include related retail sales and no more than four coin operated amusements
- Cultural services such as museums and art galleries
- Theaters
- Health and fitness clubs



*An example of mixed non-residential/residential development at a three story scale.*

- Community facilities operated by governmental or not-for-profit agencies to performing services deemed to accomplish a public purpose. Such facilities may include meeting rooms, a library, a cultural center, and job training resources and similar services.
- Professional and business offices and banks provided that a

minimum of 50% of the ground floor area and linear frontage of a structure shall be dedicated to other principal uses permitted in the Springwood Avenue Gateway Zone.

- Emergency services such as police, fire and ambulance facilities.
- Child day care facilities.

Second Floor:

- Uses permitted on the ground floor. (Professional and business offices are not subject to the 50% requirements.)
- Residential uses

Third and Fourth Floors:

- On tax block 80 and tax block 104, lot 9: Uses permitted on the ground floor and/or residential uses. (Professional and business offices are not subject to the 50% requirements.)
- Other lots: residential uses

**Permitted Conditional Uses**

- Teen clubs pursuant to the definition and conditions specified in city code section 30-76.3.o
- Nightclubs pursuant to the conditions specified in city code section 30-76.3.o.

**Permitted Accessory Uses and Structures**

- Off-street parking and loading facilities
- Sidewalk cafes and display of merchant wares.
- Minor home occupations pursuant to the conditions and requirements specified in city code section 30-73.10. Proposed minor home occupations that do not meet the



conditions and requirements specified may request variance relief from the Planning Board.

## **Prohibited Uses**

- Drive-in or drive-through uses
- Pawn shops
- Check-cashing shops
- Storage Establishments, including mini-storage warehouses
- Adult entertainment including adult arcades, adult bookstores, adult cabarets, adult motion picture theaters, and adult theaters
- Automobile sales (used and new), automobile service stations, automobile repair establishments and car washes
- Liquor stores and bars
- Nail salons

## Bulk Standards

Maximum Residential Density:

None specified, however, residential units above commercial uses shall comply with Section 30-73.4 of the City Land Development Regulations

**Lot Size Requirements:**

Minimum Lot Area:	5,000 square feet
Minimum Lot Frontage:	50 feet

### Height and Yard Requirements:

Maximum permitted height: On tax block 80: 4 stories or 45 feet

On tax block 104, Lot 9:	4 stories or 45 feet
Remaining parcels:	3 stories or 35 feet

Minimum permitted height:	On tax block 80:	3 stories or 35 feet
	On tax block 104, Lot 9:	3 stories or 35 feet
	Remaining parcels:	2 stories or 25 feet

Minimum and maximum front yard setback: 0 feet, however, recesses up to 15 feet to accommodate outdoor seating, dining areas, art displays and recessed storefronts are permitted. Such recesses may not exceed more than 25% of the front façade.

Minimum side yard setback: 0 feet, however, where a side yard is provided, such side yard shall be a minimum of 6 feet

Minimum rear yard setback: 20 feet. The rear yard setback should also allow for sufficient space for off-street parking and circulation and landscaped buffers between parking areas and adjoining properties.



### **Springwood Avenue Residential Zone**

In the Springwood Avenue Residential Zone, a variety of housing types are permitted. The intent is to create a residential district which helps support the new and existing businesses along the avenue, as well as the housing needs of existing Asbury Park residents. Residential development will include a range of affordability levels so that younger and older people, singles and families of all income levels may find homes here.



*An example of attached housing built close to the street.*

To encourage interaction between the residential uses and those utilizing public space, residential buildings shall be placed close to the street. Front porches are required on all single and two family dwellings. To clearly define the public and private realm, all dwelling units, shall have a clearly defined front yard by the utilization of landscaping or fencing not in excess of 3 feet in height.

To minimize gaps in the street frontage and interruptions to pedestrian mobility, garages and parking areas shall be accessed from rear lanes wherever possible. No garages or parking areas are permitted in front or side yards.

Existing lots will need to be consolidated to meet minimum lot standards in this plan where necessary.

All single family dwelling units shall be deed restricted requiring owner occupancy. All two family dwellings shall include at least one deed restricted unit requiring owner occupancy.

### **Permitted Principal Uses**

- Attached two-family dwellings;
- Attached single-family dwellings.

### **Permitted Conditional Uses**

- Multi-family dwellings subject to the following conditions:
  - No wall of a principal building fronting on a street shall exceed 100 feet in length.
  - Shared entries shall be limited to 8 households or less
  - Principal building entries shall be located upon the street upon which the building fronts
  - Building entries shall be emphasized and prominent and create a sense that the user is transitioning from public to semi-public space



*Residential buildings should have a clearly defined yard, attractively landscaped.*

### **Permitted Accessory Uses and Structures**

- Garages appurtenant to a residential use;
- Minor home occupations pursuant to the conditions and requirements specified in city code section 30-73.10. Proposed minor home occupations that do not meet the conditions and requirements specified may request variance relief from the Planning Board.
- Structures which are clearly incidental to the principal residential use of the premises.



**Bulk Standards**

Maximum Residential Density: 45 dwelling units per acre

Lot Size Requirements:

Minimum Lot Area for multi-family dwellings: 10,000 square feet  
Minimum Lot Width for multi-family dwellings: 100 feet

Minimum Lot Area for attached single and two family dwellings: 2,400 square feet  
Minimum Lot Width for attached single and two family dwellings: 24 feet

Exceptions for lot sizes for attached single and two family dwellings: The above lot area requirements shall not apply to lots on Block 84.02. However, the lot width shall apply and the lot depths may not be reduced from what is existing.

Height and Yard Requirements:

Principal Structures

Minimum permitted height: 2 stories or 25 feet  
Maximum permitted height: 3 stories or 35 feet

Minimum and maximum front yard setback: 10 feet minimum, 15 foot maximum, however, open front porches may extend up to 6 feet into the required minimum front yard setback. Open stairways leading to a front porch or dwelling entry are exempt from the front yard setback requirement

Minimum side yard setback: 5 feet for the unattached side

Minimum rear yard setback:

20 feet. The rear yard setback should also allow for sufficient space for off-street parking and circulation and landscaped buffers between parking areas and adjoining properties.

Accessory Structures

All accessory structures and parking areas shall be located in the rear yard.

Maximum permitted height: 15 feet

Minimum side yard setback: 0 feet for one yard and 4 feet for the other yard

Minimum rear yard setback: 0 feet



*The use of lanes to access rear loaded garages such as seen here is the preferred mode of parking for single and two family attached housing in this plan.*

**Springwood Avenue Park Zone**

During the preparation of the City Master Plan, the public identified as an issue the “lack of sites for active recreation”. The Master Plan noted that there are essentially only two active recreation areas in the City, the West Side Recreation Area and the High School recreational facilities. According to the Master Plan, “it is apparent that Asbury Park actually has a significant lack of active recreation areas, pocket parks and playgrounds, and that the geographic distribution of parks and open space in the City is uneven.” While existing open space in the southwest corner of the City is clearly an asset to the neighborhood, it remains relatively inaccessible. The Board of Education Facilities have restricted access. The West Side Recreation Area will lose some of the active recreation



space it contains, when planned expansion of the Bangs Avenue Elementary and Middle Schools occurs.

The provision of park space along Springwood Avenue will provide opportunities for active and passive recreation as well as a public gathering space. The identified location for a park along Springwood Avenue is centrally located between Memorial Drive and the Neptune border to the west providing the easy access for residents along the Avenue and adjoining residential districts. The park could essentially become a “central square” for the community. Activities that could occur include games for children and adults, farmers markets and fairs. Community gardens could be developed, benches, plazas, picnic areas, walking paths as well as active recreation space could all be designed into the park space. The park proposed along Springwood Avenue shall become a place that supports community activity, a defined space where residents can come together to meet each other and build relationships.



Public parks support activities for adults as well as children and can act as a “central square” in a community.

The final park design will include amenities based on community needs and interests and will be determined as part of a public process. For creation of the larger park, the vacation of Lake Court adjacent to tax blocks 84.02 and 84.03 is required

It is recommended that the park serve not only the immediate neighborhood, but be designed in a fashion that helps fill the gap of the lack of active recreational space in the

City of Asbury Park. The City should continue discussions with the Monmouth County Parks Service regarding funding to acquire properties and/or construct the park facilities.

**Permitted Uses**

Public parks and uses accessory thereto.

**Bulk Standards**

No specific requirements are established for public buildings located on parkland, however, during conceptual review, the Planning Board shall take into account the adequacy of setbacks from adjoining buildings and areas, provisions for pedestrian and automobile circulation, landscaping and screening from residential areas.

**Springwood Avenue  
Neighborhood Commercial  
Zone**

The proposed Springwood Avenue Neighborhood Commercial Zone (formerly the Neighborhood Commercial Zone in the S.T.A.R.S. Redevelopment Area), shall be developed with a mix of service oriented businesses to serve the needs of the surrounding residential





communities. Upper story residences are encouraged to provide a continuous stream of activity in the zone, both during the day and evening hours.

There are a number of existing structures that are located along this portion of Springwood Avenue. Some of these provide indications of the original architectural character of the Avenue. New building design should complement, but not necessary emulate this historic character. The photographs in this section, taken in other



communities, are consistent with the overall appearance that is desired in the Springwood Avenue Neighborhood Commercial Zone. However, this shall not be construed to mean that contemporary or modern architectural designs are disfavored.

To minimize interruptions in the streetscape and disruptions to pedestrian activity, ground floor non-residential uses are required and no front yard parking is permitted.

To the west of the Springwood Avenue Neighborhood Commercial Zone, lies the West Lake Avenue Redevelopment Area in Neptune Township. The West Lake and Springwood Avenue Redevelopment Areas are linked in that both have followed a similar path in history. Proposed redevelopment on West Lake adjacent to Asbury Park is also mixed-use, compatible with the proposed redevelopment in the Springwood Avenue Neighborhood Commercial Zone.



**Permitted Principal Uses**

*Ground floor:*

- Retail sales
- Restaurants
- Recreational services such as a multipurpose children’s activity space devoted to learning, recreation and entertainment, which may include related retail sales and no more than four coin operated amusements
- Cultural services such as museums and art galleries
- Community facilities operated by governmental or not-for-profit agencies to performing services deemed to accomplish a public purpose. Such facilities may include meeting rooms, a library, a cultural center, and job training resources and similar services. In the Neighborhood Commercial Zone, organizations such as Elks Clubs, VFWs, Masonic Lodges, American Legions and similar organizations shall be considered community facilities.
- Arcades containing at least four (4) or more coin-operated amusements, including video games pinball machines, and pool tables
- Laundromats and dry cleaning establishments
- Barbershops and beauty parlors
- Copy or printing establishments
- Banks
- Public and private schools of elementary grade not operated for profit
- Emergency services such as police, fire and ambulance facilities
- Child day care facilities

*Upper Floors:*

- Professional and business offices.
- Uses permitted on the ground floor with the exception of Laundromats and dry cleaning establishments and provided that no non-residential use shall be established or located above a residential use.



- Residential

**Permitted Conditional Uses**

- Houses of worship pursuant to the conditions specified in City code section 30-76.3.p
- Nail salons subject to the following conditions:
  - No nail salon shall be located closer than 300 feet to property occupied by another such establishment in the Springwood Avenue Neighborhood Commercial Zone

**Prohibited Uses**

- Drive-in or drive-through uses
- Pawn shops
- Check-cashing shops
- Storage Establishments, including mini-storage warehouses
- Adult entertainment including adult arcades, adult bookstores, adult cabarets, adult motion picture theaters, and adult theaters
- Automobile sales (used and new), automobile service stations, automobile repair establishments and car washes
- Liquor stores and bars

**Permitted Accessory Uses**

- Off street parking and loading facilities
- Sidewalk cafes and the display of merchant wares
- Minor home occupations pursuant to the conditions and requirements specified in city code section 30-73.10. Proposed minor home occupations that do not meet the conditions and requirements specified may request variance relief from the Planning Board.

**Bulk Standards**

<u>Maximum Residential Density:</u>	None specified, however, residential units above commercial uses shall comply with Section 30-73.4 of the City Land Development Regulations
<u>Lot Size Requirements:</u>	
Minimum Lot Area:	5,000 square feet
Minimum Lot Width:	50 feet
<u>Height and Yard Requirements:</u>	
Maximum Permitted Height:	3 stories or 35 feet
Minimum and maximum front yard setback:	0 feet, however, recesses up to 15 feet to accommodate outdoor seating, dining areas, art displays and recessed storefronts are permitted. Such recesses may not exceed more than 25% of the front façade.
Minimum side yard setback:	0 feet, however, where a side yard is provided, such side yard shall be a minimum of 6 feet
Minimum rear yard setback:	20 feet. The rear yard setback should also allow for sufficient space for off-street parking and circulation and landscaped buffers between parking areas and adjoining properties.



**Parking Requirements**

Historically, development along Springwood Avenue did not contain a great deal of off-street parking. However, with increased use of the automobile in the past decades, the provision of adequate off-street parking is necessary to insure that local businesses will be utilized, that developed residential units will be occupied and that adjacent residential neighborhoods will not become overcrowded with on-street parking.

The Springwood Avenue Redevelopment Area is located adjacent to the James J. Howard Transportation Center, a regional mass transit hub containing fixed-rail, and regional and local bus service. The availability of mass transit will help reduce the need for auto dependency along the Avenue.

Off-street parking requirements shall apply to all new buildings, the addition to or expansion of any building, or conversions to other uses which require more off-street parking. The parking regulations contained within the Amended Springwood Avenue Redevelopment Plan offer a variety of approaches for meeting stated parking requirements.

Off-street parking may be provided either within or underneath a building, provided however, that no portion of the off-street parking area shall occupy the Springwood Avenue street frontage of any site. Building frontages along Springwood Avenue shall be occupied by permitted principal uses except that driveways necessary to provide vehicular access to the site may be permitted along the street frontage of a building provided that no one-way driveway shall exceed 15 feet in width and no two-way driveway shall exceed 25 feet in width.

In the Springwood Avenue Residential Zone, parking areas shall be accessed from rear lanes wherever feasible. If a lane is not feasible, the parking area must be located in the rear yard with a driveway running along the side of the house. Shared driveways are recommended to reduce the number of street openings.

**Automobile Parking Requirements**

<b><u>Use</u></b>	<b><u>Parking Requirement</u></b>
Multi-family dwellings	1 space per one bedroom unit 1.5 spaces per 2 or more bedroom units
Attached single family dwellings	2 spaces
Attached two family dwellings	3 spaces
Affordable housing units	1 space per unit regardless of unit size
Nightclubs and teen clubs	As per City Code Section 30-76.3.o
Houses of worship	As per City Code Section 30-76.3.p
Schools	1.5 spaces per worker employed or to be employed at any one time
All other non-residential uses	1 space per every 500 square feet of gross floor area

**Bicycle Parking Requirements**

According to the 2000 US Census, residents of 2,449 of the 6,754 housing units in Asbury Park do not own a vehicle. In order to accommodate this significant population, many of whom that may use a bicycle as their primary means of transportation, on-site bicycle parking shall be required in the amount of one (1) bicycle parking space (bicycle rack or locker) for every 1,000 square feet of gross floor area of non-residential development.

**Alternatives Approaches to Meeting the Off-Street Parking Requirement**

In the Springwood Avenue Neighborhood Commercial Zone and Springwood Avenue Residential Zone, on-street parking spaces within the cartway between the lot lines of the site may be counted to satisfy the minimum off-street parking requirement. A length of 23 feet per on-street parking space shall be used in calculating the number of available on-street spaces.

In the Springwood Avenue Gateway Zone and Springwood Avenue Neighborhood Commercial Zone, a shared parking allowance will be made when weekday uses are combined with evening and weekend uses in the same building. The number of off-street



parking spaces serving multiple uses on the same lot may be reduced through shared parking arrangements. Shared parking allows for more efficient use of the land, rather than providing dedicated parking spaces for each separate use. Fifty percent (50%) of the parking requirement for the evening and weekend use of the building may be met by the parking provided for the weekday use. For the purposes of this section, a weekday use shall mean retail, daycare and office use and an evening and weekend use shall mean residential, and other all permitted non-residential uses. All parking for residential use must be identified with appropriate signage indicating that it shall be reserved for such uses between 6:00 p.m. and 8:00 a.m..

*Shared Parking Example:*

*Off-street parking requirement = weekday requirement + 50% of evening/weekend requirement*

*Without a shared parking allowance the off-street parking requirement would be:*

*7,000 gross square feet of retail = 14 off-street parking spaces required  
(8) one bedroom dwelling units = 8 off-street parking spaces required  
(8) two bedroom dwelling units = 12 off-street parking spaces required  
(4) affordable dwelling units = 4 off-street parking spaces required*

***Total off-street parking spaces required w/out shared allowance =38 spaces***

*With a shared parking allowance:*

*With 50% shared parking for residential use, 12 spaces of retail requirement are shared and the other 2 retail spaces must be provided.*

***Total off-street parking spaces required with a shared allowance = 14 retail + 12 residential = 26 spaces***

For non-residential uses, where parking is available off-site within 400 feet of the front entry to the building, and that parking is owned or controlled under and permanent and recorded parking encumbrance agreement for use by the occupants or employees on the site, said parking may be counted to satisfy the off-street parking requirements.

When a single parking area is necessary to satisfy the off-street parking for uses on multiple lots, the following standards apply:

- The properties are adjacent to one another,
- A convenient pedestrian and vehicular connection between the lots exist,
- The availability of parking for all affected properties is indicated by appropriate signage.

**Signs and Awnings**

Signs provide necessary advertisement for non-residential uses and provide identification for residential developments. The standards below regulate permitted signage and sign sizes in the Springwood Avenue Redevelopment Area. No signage other than what is listed in this section is permitted in the Redevelopment Area.

It is required that all buildings 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 coordinated to be the same size and font.

*Awning Signs*

- Text and logos for awning signs shall be located on awning valance only and the height of the text and any logos shall not exceed 6 inches.
- Awning signs shall not be internally illuminated.



### Wall-Mounted Signs

- Wall mounted signs are permitted at the ground floor level only and shall not extend beyond the portion of the building occupied by the non-residential use.
- Wall mounted signs shall be mounted flat on the building façade with no more than a six (6) inch projection and not freestanding or perpendicular to the street line.
- Box type signs are not permitted.
- Wall mounted signs shall not exceed two (2) feet in height and the total square footage of the wall mounted sign shall not exceed twenty-four (24) square feet.
- Multi-tenant buildings shall have uniform wall mounted signage.
- Wall mounted signs shall not be painted directly onto a building.



### Projecting Signs

- As per City Code Section 30-61.6c.

### Window Glass Signs

- As per City Code Section 30-61.8

### Wall-Mounted Business Directory Signs

- Only one such sign shall be permitted per each entrance and shall be located immediately adjacent to the entrance.
- The sign area shall not exceed 6 square feet.
- All listings shall be of a uniform size and design.

### Wall-Mounted Menu Board Signs

- Only one such sign shall be permitted per establishment.
- The sign area shall not exceed 6 square feet.

### Signs Identifying Multi-Family Buildings

- As per City Code Section 30-61.5c.

### Signs for Schools and Houses of Worship

- As per City Code Section 30-61.5d.

### Marquees

- As per City Code Section 30-61.7a.

### Awnings

Awnings provide protection from the elements including the provision of shade for diners at sidewalk cafes and reduce glare on storefront windows. Awnings may also reduce cooling costs by reducing the amount of sunlight entering the interior of a building.

- Retractable awnings shall have no part of the frame less than seven feet above the sidewalk and no part of the fabric covering or valance less than six feet nine inches



above the sidewalk. Retractable awnings shall extend no less than two feet, six inches and no more than five feet into the public right-of-way.

- Awnings shall be “shed” style or sloping rectangles and shall not include bottom panels.
- Awnings shall not be internally illuminated.

### **Fences**

- In the Springwood Avenue Residential Zone, fences in front and side yards may not exceed 3 feet in height. Fences in rear yards may not exceed 6 feet in height.
- Fences in front yards must be of an open and decorative design, similar to those shown on the photographs on page 27 of this plan. The City will provide a detail sheet.
- In the Springwood Avenue Gateway Zone and Springwood Avenue Neighborhood Commercial Zone, fences are not permitted in front yard areas. Fences in rear and side yard areas may not exceed 6 feet in height.
- In all zones, 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 is prohibited. Chain link fencing gives an overall impression of institutional or unsafe areas versus a more neighborly or community image.
- The use of barbed or razor wire or other similar material is prohibited.
- Vinyl fencing is prohibited.

### **Encroachments into the City Right-of-Way**

The Mayor and Council may grant an easement for the use of City right-of-way within the Redevelopment Area based upon circumstances uniquely affecting a piece of property or if the encroachment advances a design guideline contained this plan, or promotes the overall goals of the this plan. Permanent encroachments at grade level such as door swings, ramps, columns, pilasters, etc. are discouraged so as to maintain the widest usable sidewalk width possible.

The following are general guidelines pertaining to certain encroachments:

- Awnings may extend no more than 5 feet into the public right-of-way.
- Balconies for residential units on upper stories may extend no more than 5 feet into the public right-of-way.
- Window planter boxes on upper stories no higher or deeper than eight (8) inches are permitted to encroach into the public right of way.
- Hanging flower baskets and pots on upper stories and ground level that extend no more than 24 inches into the right of way and whose base is no lower than 7 feet above sidewalk level.
- Cornices and bay and bow windows on upper stories may extend no more than 2.5 feet into the public right-of-way.
- Planters, posts with ropes, wrought iron railings, and other removable enclosures that define an area occupied by a sidewalk café.



### **Affordable Housing**

As with the State of New Jersey as a whole, housing prices and property taxes have risen in the City of Asbury Park. As indicated by the following statistics, many Asbury residents have struggled to pay increased rents and other housing costs. According to the 2000 US Census, 44.8% of Asbury Park owner occupants were spending more than 30% of their incomes on housing costs. For Asbury renters, 50.8% were spending more than 30% of their incomes on rent.

In February of 2004, the Mayor and Council held a “retreat” to set goals and objectives and establish an identifiable set of priorities for the City’s future. At this retreat, the Mayor and Council discussed the physiological needs of the community, and specifically, the need for shelter. Discussions included seeking additional grants and loans to assist with the City’s provision of affordable housing, and the possibility of enacting an inclusionary zoning ordinance. The Mayor and Council established an “Affordable Housing Subcommittee” as the result of the retreat, which has met regularly to identify affordable housing opportunities. To support affordable housing creation, the Mayor and Council dedicated \$1.25 million of \$2 million of funding received from the waterfront master developer under an existing redeveloper agreement for affordable housing and community initiatives. The City Planning Board is preparing a Fair Share Plan and Affordable Housing Strategy utilizing the funds referenced above. The resulting plans will provide additional mechanisms and additional funding sources to help with the creation of affordable housing.

Additionally, the City Master Plan, adopted in May of 2006, encourages the continued development of a variety of housing ranging from affordable to middle income and market rate units; and, the full integration of affordable housing throughout the City both within projects and throughout Asbury Park.

Finally, Governor John Corzine has called for the creation and preservation of 100,000 affordable housing units in New Jersey in the next 10 years. The City of Asbury Park seeks to play its part towards reaching that goal with implementation of this plan.

In order to provide affordable housing for working class families, the Amended Springwood Avenue Redevelopment Plan includes an inclusionary zoning provision for all development. A developer proposing either a residential or mixed-use development must designate a percentage of housing units for low and moderate income households. Affordable units created in the Redevelopment Area should provide both rental and ownership opportunities, however, emphasis shall be placed upon the creation of affordable for sale units. Details shall be determined as part of any required redevelopment agreement with the City.

The inclusionary zoning provision in this Plan is considered necessary to provide continuing housing opportunities for low and moderate-income working families in the City, to help maintain a diverse housing stock, to realize economic gains associated with a stable living environment, and to provide viable options for low and moderate income people to live in the community. The provision will also help to insure that as the City grows with housing affordable to the middle and upper classes, it will also grow with housing affordable to lower income households and that as non-residential development occurs, it will also provide housing for lower income workers.

### **Development Standards**

Unless noted in this section, all applicable land use provisions and design guidelines of this plan will continue to apply to affordable units.

Affordable housing units must reflect the economic realities of the City’s lower-income populations and the City’s median household income. At least 20% of new residential units are required to be sold or rented at levels affordable to low and moderate income households. Payments in-lieu of providing affordable housing on-site are not permitted when the development includes residential units.

In mixed-use projects, non-residential development shall provide one (1) affordable housing unit on-site for every 25 jobs created by new or expanded non-residential development. In mixed-use developments where the non-residential development creates less than twenty-five (25) jobs based on the COAH rules, at least one affordable unit will be constructed on-site to satisfy the non-residential affordable housing obligation.



Determination of the number of jobs created shall be based on the new or expanded gross floor area in the development and the conversion factors, by use group, published by COAH as Appendix E in N.J.A.C. 5:94-1 et. seq..

Where the proposed development contains exclusively non-residential use, and the identified redeveloper is not constructing residential units elsewhere in the Springwood Avenue Redevelopment Area, the redeveloper may provide the required affordable units in a location outside of the Area in a location reasonably comparable to the development as approved by the City. Alternatively, the redeveloper may provide a payment-in-lieu of constructing the required affordable units, which payment shall represent the subsidy required to make market housing units affordable. Exempted from this provision shall be the following types of development which do not constitute a portion of the state or housing region's tax ratable wealth: educational, cultural and outdoor recreational facilities; quasi-public uses such as churches, clubs, lodges or similar uses; and public uses.

Where the proposed development results in a fractional affordable housing obligation, the developer shall round up to the nearest whole number to determine the affordable housing obligation.

Where proposed development includes both market rate and affordable housing units, affordable units must be scattered or dispersed throughout the redevelopment project and not concentrated in one particular area. They shall be designed and constructed to resemble the market rate units being constructed within the development.

The affordable unit(s) to be produced pursuant to this Plan shall be available to a low-income individual or household should only one affordable unit be required.

All affordable dwelling units constructed within a development shall be deed restricted to remain affordable in accordance with COAH requirements at a minimum. If there are local, state and/or federal funds used as a capital subsidy for the affordable units, then these programs may require more restrictive affordability controls, which shall prevail. Applications for development approval shall include an affordable housing production plan providing a calculation of the affordable housing obligation for the development

based on the proposed development and the provisions of this Plan, the manner in which the affordable housing obligation is to be addressed, a plan indicating the location of all proposed affordable units where units are to be provided on-site or off site and the manner in which they shall comply with the provisions of this Plan and applicable COAH regulations.

#### *Incentives for the Development of Affordable Housing*

A reduction in parking requirements to one (1) parking space per affordable housing unit, regardless of unit size.

The City may grant additional incentives for the creation of affordable housing. Such incentives would be identified during the negotiation of a redeveloper agreement. The provision of a greater number of affordable units than required under this section is encouraged.

## **TRANSPORTATION AND CIRCULATION**

It is the overall intent of this Plan to create a development pattern that is in line with the principles of transit oriented development or transit villages. This type of development encourages: higher densities near the transit node, mixed land uses, and a pedestrian circulation system that is friendly to the pedestrian and bicyclist and creates linkages between uses. To ensure that development along Springwood Avenue supports transportation choice (by auto, walking, bicycling or use of mass transit), the following general design standards apply throughout the redevelopment area:

- Sidewalks and other walkways must be provided and be properly sized for the safe and convenient movement of pedestrians in and throughout the neighborhood;



- Pedestrian paths must be accessible to all, including the elderly, persons with disabilities, and children. All must be designed in compliance with the American with Disabilities Act.
- Driveway widths and curb openings shall be limited to the minimum width and number necessary. Existing rights-of-way shall be utilized to the greatest extent possible in order to access rear yard parking areas;
- Parking in front yard areas is prohibited. The placement of parking along the street results in unattractive gaps in the streetscape. It creates discontinuity, interrupts the sidewalk and disrupts pedestrian mobility;
- Bicycle storage facilities should be integrated into the overall “parking” design for sites within the redevelopment area;
- Within the streetscape, readily identifiable crosswalks shall be designed, this may include a change in paving material;
- A bicycle lane or lanes shall be designed along Springwood Avenue;
- Clearly identified bus stops and shelters shall be designed into the final streetscape plan;
- A pedestrian oriented wayfaring signage program including directional and informational signage shall be designed into the streetscape program.

congestion becomes more noticeable, many vehicles stop, and the proportion of vehicles not stopping declines.)

Also along the southern side of the Avenue between Memorial Drive and Sylvan Avenue are a number of “paper streets” shown on the tax maps but not completely improved or at times easily discernable, if at all. These existing rights-of-way, entitled Wesley Place, Applegate Place, Barclay Place and finally an unnamed right-of-way shall be utilized to the greatest extent possible to provide access to rear yard parking areas.

Sylvan Avenue, on the northern side of Springwood Avenue between Prospect and Union Avenues will need to be vacated in order to construct a public park as envisioned in this plan.

Lee’s Lane shall be utilized to provide access to residential development on the southern side of Springwood Avenue.

**Off-Street Parking Area Standards**

The provisions listed in this section shall apply to all parking areas within the Springwood Avenue Redevelopment Area. For parking guidelines not expressly stated herein for commercial uses, the City Land Development Regulations shall govern. For parking guidelines not expressly stated herein for residential uses, the New Jersey Residential Site Improvement Standards shall apply.

- All off-street parking areas shall be set back a minimum of five (5) feet from side and rear property lines with the intervening space appropriately landscaped.
- Off-street parking areas shall be screened by a fence or wall not less than five (5) feet in height. The fence shall be maintained in good condition, and no advertising shall be placed thereon.
- Off-street parking area interior landscaping: Areas not used for parking or vehicular circulation shall be landscaped and may include display space for public art or provisions for benches, bicycle racks or information boards/kiosks.

**Existing Rights of Way**

The majority of Springwood Avenue is comprised of a 60 foot right of way with the exception of the Avenue between Prospect Avenue east to Memorial Drive where the right of way reduces to 50 feet. Cartway widths along the Avenue between Prospect Avenue west to the Neptune border are approximately 40 feet which will allow for parking on both sides of the street and a bicycle lane. East of Prospect Avenue, a 33 foot wide cartway width exists. On-street parking is not permitted in this area and a bicycle lane or lanes will be installed.

Depending on traffic impacts created by the redevelopment proposed as part of this plan, a third travel lane may need to be created at the intersection of Springwood Avenue and Memorial Drive. Currently, the intersection operates at a level of service “D” during weekday PM hours (Delays of 35.1 to 55.0 seconds per vehicle when the influence of



Landscaping shall be designed to keep pedestrian pathways open and eliminate secluded areas where entrapment may occur.

- Garage doors and loading docks should not be visible from the street.
- Access for service vehicles shall be provided that does not conflict with pedestrian use.
- Ground floor commercial uses should provide a customer entryway from parking areas at the rear of the building. Residential uses should provide an entryway from parking areas as well.

**Existing Mass Transit Service**

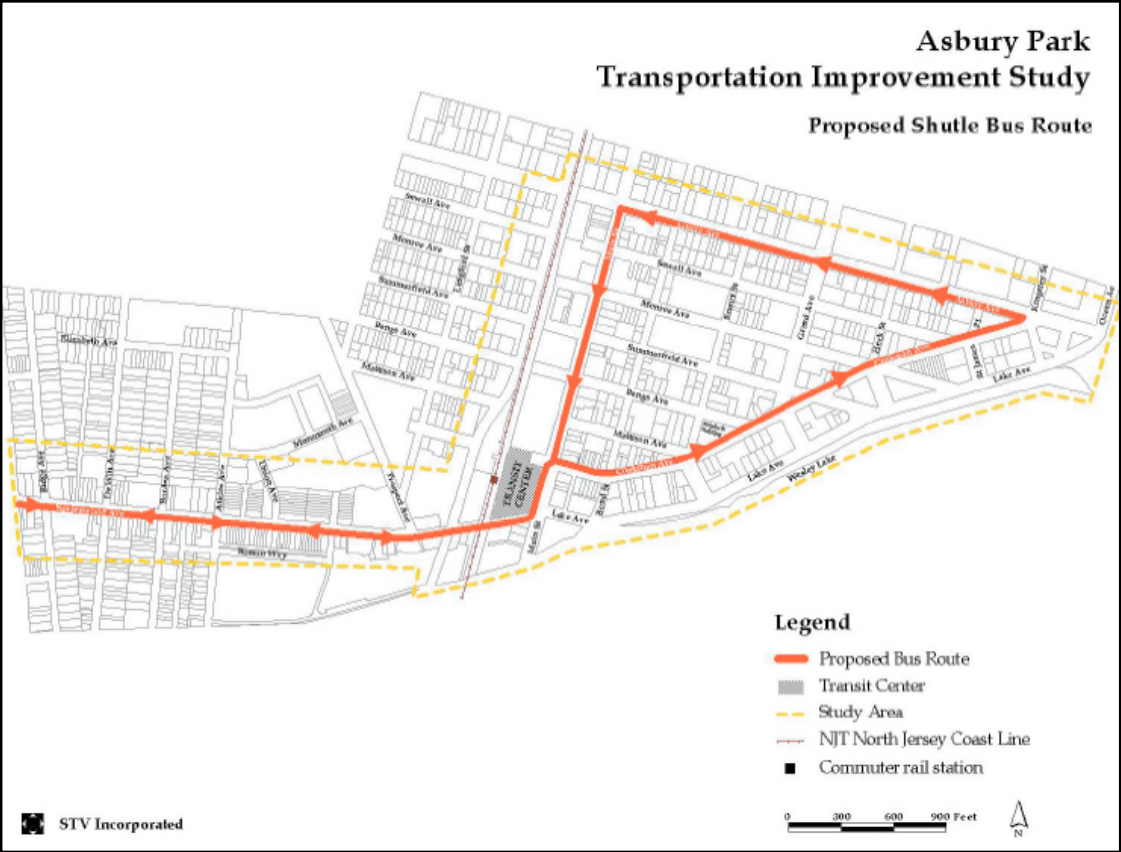
The Springwood Avenue Redevelopment Area is adjacent to the James J. Howard Transportation Center, a hub of fixed-rail and bus service. In addition to North Jersey Coast Line service, five fixed-route bus lines serve the transportation center. One of those bus lines, NJ Transit Route 836, serves Springwood Avenue by running between Atkins Avenue to its easterly end at Memorial Drive. The Asbury Park Transportation Improvement Study prepared by the Monmouth County Planning Board found that “in terms of meeting local circulation needs, existing bus routes and headways are too long to adequately serve the needs of residents who may want to use scheduled public transit services as a means of traveling to other parts of Asbury Park.”



In order to fill this service gap, as well as reduce dependency on the auto and encourage the use of mass transit, it is proposed that a new shuttle or jitney bus service be introduced.

**Jitney/Shuttle Bus Service**

During preparation of the Asbury Park Transportation Improvement Study, transportation center users and local businesses were surveyed “to gain an understanding of each group’s needs and concerns as well as to solicit their input on how to improve transit and pedestrian connections between the Transportation Center and key destinations in Asbury Park”. Of the respondents, eighty-four percent (84%) of transportation





center users and fifty-eight percent (58%) of business owners ranked the introduction of new shuttle bus service as a significant, important feature to connect not only neighborhoods to the Transportation Center, but to other neighborhoods within the City as well.

Also during preparation of the Study, “residents that live west of Memorial Drive clearly indicate(d) they would like to be better connected to the rest of Asbury Park.” The introduction of a new shuttle service closely following the recommended routing found in the Study and shown in the included map could serve the following functions:

- Provide connectivity to New Jersey Transit rail services at the Transportation Center;
- Link different areas in the City by a convenient and attractive transportation alternative;
- Provide quality transit service to attract new transit ridership;
- Reduce the number of auto trips, parking demand, traffic congestion and air pollution

The Waterfront Redevelopment Plan indicates that “there are future plans for a jitney service to run along Ocean Avenue and connect the New Jersey Transit station located on Main Street by City Hall”. It is recommended that this service extend further west than the Transportation Center and travel the length of Springwood Avenue and possibly into Neptune Township along West Lake Avenue.

**Wayfaring Program**

To enhance the ease of travel for both the pedestrian/bicyclist and those within an automobile, the installation of a wayfaring signage program that provides clear, concise information at critical points should be installed. The wayfaring signage program should include:



- Directional signage pointing to specific destinations in the area such as the Transportation Center, parks, schools, the West Side Community Center and churches.
- Informational signage providing details about areas of interest by way of maps, business directories, event listings and historical and other local information.



The City Urban Enterprise Zone (UEZ) can play a valuable part in implementing a wayfaring signage program. The UEZ is currently considering a wayfinding signage program. The wayfaring signage program along Springwood Avenue should be generally consistent in design with any wayfaring signage program adopted by the City.

**Streetscape**

The Springwood Avenue streetscape currently lacks the aesthetic appeal that helps to both attract users and facilitate pedestrian movement along the corridor to not only existing and



*Clearly identified crosswalks help to enhance pedestrian safety by notifying users and motorists to watch for one another.*



proposed commercial uses along Springwood, but also to the James J. Howard Transportation Center and other districts within the City. A well designed streetscape can help to overcome many barriers to pedestrian circulation, improve perceived and real safety, and economic activity.

A final streetscape design shall be chosen as part of a public process and shall be submitted to the City Planning Board for its review and comment.

The streetscape shall be designed in a way which creates a pedestrian friendly environment that encourages activity at ground level by including the following functional and aesthetic treatments:

- Pedestrian oriented decorative lighting limited to 16 feet in height should be located at the outer edge of sidewalks and have a uniform design throughout the redevelopment area. Lighting should be sufficient to light all public areas and care taken to shield light spillage onto adjacent dwelling units;
- Benches should be arranged to encourage social interaction on the sidewalk and provide a place to sit and relax;
- Trash receptacles to help keep the Avenue clean;
- Clearly identified crosswalks to create a safer walking environment by delineating crossings to pedestrians and motorists;
- Curbs and sidewalks should be designed with a durable material, with decorative paving installed where appropriate, such as at major focal points and public plazas/parks;
- Street trees shall be planted a minimum of 30 feet on center and should be of a species that when grown, will not interfere with public view of any ground level signage for commercial



*A combination of streetscape elements adds to the aesthetic appeal as well as usability of public spaces.*



establishments. For trees within the City right-of-way, the City Shade Tree Commission shall determine the appropriate species;

- Planters or planter boxes should be placed at appropriate locations, such as at major focal points and public plazas/parks;
- Bus shelters should help to create a consistent identity for transit routes as well as provide shelter for users of mass transit;
- Bicycle racks should service non-residential uses including public spaces along the Avenue, they should be located close to mass transit stops;
- A wayfaring signage program (described above);
- Other elements chosen as part of the streetscape design process.



*Advertising on bus shelters can create revenue for the City as well as provide shelter for mass transit users.*

## INFRASTRUCTURE

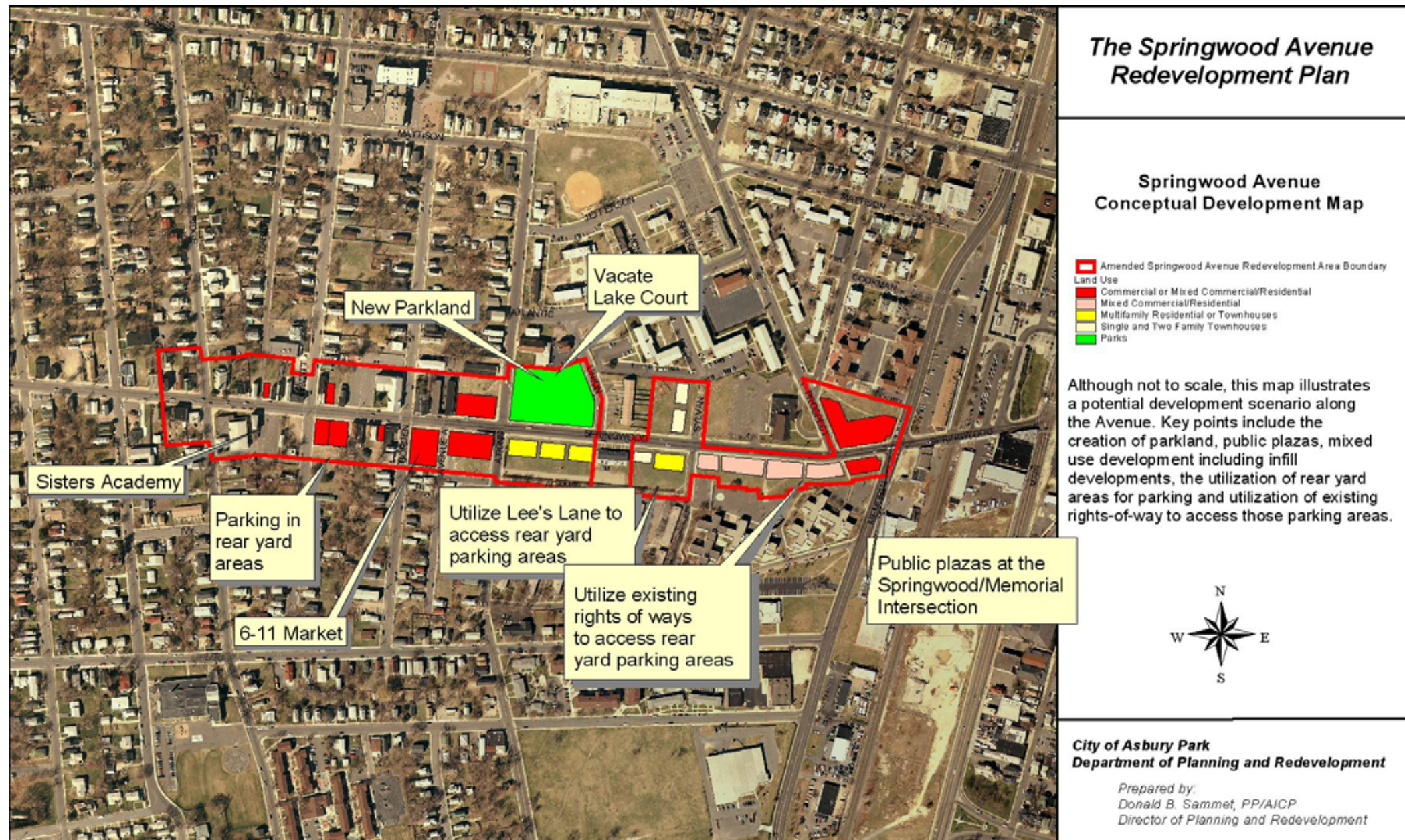
The City is served by public water, sanitary sewer, storm sewer, natural gas, electric, cable service and waster collection. In order to improve the appearance of Springwood Avenue, overhead utilities should be located underground. Given its aged utility infrastructure, investigations need to be performed to determine the adequacy of utilities to serve the redevelopment project.

If possible, an “infrastructure master plan” should be prepared for the Springwood Avenue Redevelopment Area to determine an overall scope and cost for traffic, road, sanitary sewer and storm sewer improvements.



### **Utilities**

- Overhead utilities shall be buried underground or relocated from Springwood Avenue as they limit the opportunity for a consistent tree canopy and other unified streetscape elements. Overhead utility lines and poles also contribute to a cluttered visual environment. The City has held initial discussions with Jersey Central Power and Light regarding possible relocation of utility poles from Springwood Avenue and electric feeds taking place to development along the Avenue from north-west streets to rear yard areas.
- Remote meter readers for utilities, in lieu of external location of actual metering devices are preferred. Developers are required to arrange for connections to public and private utilities. Meters are not permitted in front yard areas or on street facing facades of a building.
- Any redeveloper must fund or perform a sanitary and storm sewer investigation to determine adequacy of the respective utilities if deemed necessary by the City Engineer. The redeveloper will be required to contribute to or upgrade (as determined in a Redeveloper Agreement) any related storm and sanitary sewer lines within the redevelopment area pursuant to this investigation.





# DESIGN STANDARDS AND REQUIREMENTS

This section is intended to inform property owners, business owners, developers and redevelopers, architects, engineers, planners and public officials and citizens of Asbury Park at large of the envisioned appearance for Springwood Avenue with the purpose of promoting quality development and rehabilitation that is attractive and oriented towards the pedestrian. The guidelines set forth herein are intended to be general in nature and not to restrict creativity, variety of innovation. However, unless site conditions or characteristics dictate otherwise, adherence to this section is required. Design guidelines shall be applied during the plan review process.

The design standards shall be used to help create:

- A scale and form of development that emphasizes a “people-centered” environment with building designs that encourage and support pedestrian activity and interaction. A sense of ownership of all public and private spaces in the community should flourish along with provisions in architectural design for continuous focal points of visual interest.
- An environment that supports multi-modal mobility by automobile, bicycle, walking or mass transit.
- An environment where conflicts between pedestrians, bicyclists and automobiles is reduced.
- An environment that is sensitive to the natural environment through the use of “green building designs.” including energy efficient buildings, green building concepts, and the use of modern technology in homes and businesses.

- An environment where the physical characteristics of a place that make people feel safe are incorporated into development projects and physical characteristics which provide increased opportunities for criminal activity are eliminated.
- An environment where existing significant architectural features are not detracted from or hidden.

## Designing for Public Safety

When designing with public safety in mind, the design of buildings, public spaces and common areas must take into consideration the conditions that make people feel safe and eliminate the conditions that people who are seeking to commit a crime seek to find.

Although the design of the physical environment itself will not eliminate instances of crime, incorporating specific design standards into development projects can help to reduce opportunities for criminal behavior.

The following standards, as well as other standards throughout the Design Standards and Requirements section, are intended to enhance the visibility of common areas from both the public and private realm.

- Narrow, dead end corridors, both exterior and interior, may create opportunities for entrapment and shall be avoided.
- All public and common areas must be readily visible to adjacent residences and businesses by the provision of windows into building walls which face those places. Design residential units with actively used rooms such as living rooms and kitchens so that they look onto key areas.



*Blind corners do not allow for adequate visibility and should be avoided.*



- Parking areas in the rear of buildings should be visible from adjacent residential and commercial uses and adequately lit. Ground floor commercial uses should provide a customer entryway from parking areas at the rear of the building. Residential uses should provide an entryway from parking areas as well.
- The number of residential units sharing a common entryway should be minimized.
- Blank building walls shall be avoided.
- The placement of planting beds and the plant materials contained therein shall not create hidden areas that are not visible to the pedestrian.



*Shops should be accessible from rear yard parking areas.*



*Blank building walls and visible trash detract from the aesthetic appeal of neighborhoods. This photograph was taken from a public sidewalk.*

### **General Site Layout**

- A lot with multiple buildings shall be organized around site design features such as courtyards accessible to pedestrians to encourage pedestrian activity and social interaction.
- Buildings shall be located to maximize natural surveillance and visibility and also to facilitate pedestrian access and circulation.

- Buildings shall be oriented towards public streets both visually and functionally. Buildings shall not be oriented toward parking lots. On corner lots, buildings shall orient themselves to both streets, with the primary pedestrian entrance located on the corner of the building nearest the intersection.
- All solid waste and recycling containers shall be located in rear parking areas furthest from the public sidewalk. They shall be screened from public view.
- Buildings location shall allow for safe and efficient fire department and emergency vehicle access.

### **Mass and Scale**

- Buildings on corner lots are considered significant structures, since they have at least two facades clearly visible from public streets. Significant architectural features such as corner towers and other vertical design elements at the corner of the building nearest the intersection shall be used to provide a visual focal point at the intersection.
- Facades should be broken into a “base”, “middle”, and “top” through different but complementary detailing. Non-residential stories should be visually distinct from residential stories.
- Long, walls or roof planes are prohibited. Walls shall include projections, recesses, in order to add visual interest and variety, and to help eliminate the visual effects of a plain, long wall. Similarly, offsets or detailing at the roof line shall be utilized in order to provide visual interest and variety at the roofline in order to help eliminate the effect of a plain, long roof.



*For corner buildings, primary pedestrian entrances should be located on the corner of the building nearest the intersection.*



- Architectural features that add visual interest to roofs, such as dormers, cupolas, clock towers, cornices, decorative parapets and other similar features are encouraged.
- A cornice may project horizontally from the building wall plane and shall be ornamented.

### **Facade Treatments**

- The architectural treatments present on a facade shall be continued in their defining features around all sides of a building visible from a public right-of-way. All exterior walls of a building shall be designed to be consistent in style, materials, colors, and details.
- Solid, blank, windowless walls or service areas within public view are discouraged. Where the construction of a blank wall is necessary, the wall shall include false windows, articulated masonry, or, if the building is occupied by a non-residential use, by using recessed or projecting display window cases. These window cases may provide for the display of artwork.



*The use of architectural details and color add to the aesthetic appeal of buildings.*



*Display windows should be predominant for ground floor commercial uses.*

- Buildings shall be clad in brick, stucco, stone, natural or synthetic wood, glass or a combination of the same. The use of vinyl siding materials or EIFS is prohibited.
- Buildings and all display windows shall be adequately lit at night so as to insure visual interest during the evening and overnight hours.
- The difference between entrances for ground floor commercial uses and entrances for upper level commercial or residential uses shall be clearly delineated. This delineation can be accomplished through the use of different building materials, colors, or doorframe designs.
- Storefronts and upper floors shall be compatible in design with the overall architectural character of a building. Buildings with multiple storefronts shall use compatible materials, colors, details, awnings, signage, and lighting fixtures.
- Primary windows for non-residential uses shall occupy a minimum of 60% of the ground floor façade area which faces a public street.
- Utilize shatter resistant glass to enhance storefront security.
- Rolling, swinging, sliding or accordion garage-type security gates or doors, whether solid or not solid, shall not be permitted on the exterior of any building. Interior security gates or doors are permitted but must be designed to be as inconspicuous as possible and allow visibility into the interior of the interior space from the exterior of the building.



*In mixed-use buildings, entrances to upper stories should be clearly delineated, but be in character with the design of the rest of the building.*



- Service doors shall not be located on any street façade.
- Upper story windows shall be vertically aligned with the location of windows and doors on the ground level, including storefront or display windows.

### **Mechanical Equipment**

- Air conditioning units, HVAC systems, utility meters, satellite dishes and telecommunications equipment shall be screened from the public view and from adjacent properties by the use of walls, fencing or landscaping. Mechanical equipment is prohibited in front yard areas. If such elements are located on the rooftop, they shall be screened from public view with a architectural feature compatible in design with the style, materials, colors and details found on the building.
- Fire escapes are prohibited on any street facing façade of a building.
- Through the wall or window air conditioning units that project from the building wall are prohibited on any street facing façade of a building.
- Dryer vents and kitchen exhausts are prohibited on any street facing façade of a building.
- Buildings shall be wired completely and comprehensively internally for telephone, CATV and data. Conduit or cables run along or mounted on exterior walls are not permitted.



### **Lighting**

- Buildings and sites shall be provided with adequate lighting, while minimizing adverse impacts, such as glare and spillage onto adjacent properties. Shields shall be provided where abutting a residential use so as to avoid light intrusion into residential units.
- Within parking areas, walkways, courtyards, community greens, and interior open spaces, decorative lampposts at a maximum of sixteen (16) foot high shall be provided at regular intervals.
- Light fixtures attached to the exterior of a building shall be compatible in design with the style, materials, colors, and details of the building.

### **Signs**

- Sign Illumination:
  - Where a sign is located adjacent to or on a lot containing residential uses, such sign shall not be illuminated in a manner that permits any light to shine into or cause a nuisance to the residential use.
  - No sign shall contain blinking, flashing, flickering, tracer or sequential lighting. All signs shall remain stationary and constant in intensity and color at all times.
  - All wiring for permanent illuminated signs shall be installed and maintained so that it is not within public view. The running of wiring or conduit along the exterior wall of a building to access a sign is specifically prohibited unless in the judgment of the Construction Official there is no practical way to run the conduit so that it is not within public view.
  - No illuminated sign shall be of such a color or shape or be located in such a manner as to be confused with or to diminish the effectiveness of any traffic signal or other traffic sign.



- Signs shall not have any moving parts or emit any sounds, odors or other materials such as steam.
- Signs affixed to the exterior of a building shall be compatible with the style, materials, colors, and details of the building, as well as with any other signs used on the building. Individual channel letters are encouraged.
- Signs shall not interfere with door and window openings or conceal architectural details or features.
- Wood and metal are the preferred sign materials. Flat wall-mounted signs are discouraged, however if necessary, should be framed with a raised border. Raised lettering is preferred for wall-mounted signs.
- Screws, bolts, brackets and other sign mounting hardware shall be concealed.



*Sidewalk dining can be small in scale.*



*A well defined sidewalk café space.*

#### **Awnings:**

- Fixed or retractable awnings are permitted on all floors of a building and shall be compatible in design with the style, materials, colors, and details of the building.
- Awnings must not conceal architectural details or features.
- Canvas is the preferred material for awnings although metals may be used. In buildings with multiple storefronts, awnings shall use identical colors and patterns.

- Awnings must fit their associated door or window opening in size and shape.

#### **Sidewalk Cafes and the Display of Merchant Wares**

Sidewalk cafes and the display of merchant wares shall be permitted as per the regulations found in City Code Section 4-9, Display of Merchandise on Streets and Sidewalks. In addition to the regulations found in City Code Section 4-9, the following provisions shall also apply to the operation of sidewalk cafes.

1. Planters, posts with ropes, wrought iron railings, and other removable enclosures are encouraged to define the area occupied by the sidewalk café.
2. Awnings and umbrellas are permitted and should complement the building's colors.
3. Sidewalk cafes shall be required to provide additional trash receptacles of the same design chosen for the overall Springwood Avenue streetscape.
4. There shall be no additional signage permitted for the sidewalk café.

#### **Design Considerations for Those with Disabilities**

All public and private spaces shall be designed so that they do not discriminate against any group of users because of any physical or mental disability.

Handicapped parking spaces shall be located adjacent to or as close as possible to building entrances and a clear path to those building entrances maintained. Handicapped parking shall be properly signed.

Whenever, because of specific site conditions, wheelchair ramps are required, the ramp shall be located in a way that allows the user to enter a building at the same point as the general public.

Directional signs should incorporate lettering that is easily read. Whenever appropriate, Braille lettering should be provided.



**Green Building Design**

The protection of the natural environment is a key element to Asbury Park’s overall redevelopment effort. Building projects in the Springwood Avenue 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.

**Public Art**

The City of Asbury Park has the benefit of an Arts Coalition, commonly known as ArtsCAP. ArtsCAP has evolved into and taken the responsibility and position of an arts council at the city level. In an effort to develop opportunities for artists, the Monmouth County Arts Council and ArtsCAP prepared “The Asbury Park Cultural Plan: 2006-20012”. The Cultural Plan includes a series of goals and objectives related to those goals. Specifically, goal number 2 states, “Establish a public art program and formal public art policies for the City of Asbury Park”. As an objective under that goal, the Cultural Plan states, “Advocate for and ensure policy development that creates incentives and requirements for private sector developers to include works of public art within public spaces.”

Public art is encouraged in accordance with a city-wide arts plan/initiative. Public art should reflect the contributions and role that the west side of the city has played in the cultural life of Asbury Park.

The Amended Springwood Avenue Redevelopment Plan presents an opportunity for both the City and ArtsCAP to include public art in a redevelopment effort. Therefore, the redevelopment of the Springwood Avenue corridor shall include a public art component as follows:

- Provision of areas for the placement art on development sites. (Public art components may include sculpture, fence design, walkway design, or other art displays or provisions for rotating exhibits.)
- Incorporation of arts display areas in parks and public plazas.
- Incorporation of art into building design including, but not limited to, masonry patterns designed by artists or building façade recesses for the display of statuary or display cases for artwork.



*Public art isn't limited to statuary. Art can be designed into or placed on fencing.*



*Art creates focal points and can be displayed in just about any landscaped area.*



# ACQUISITION AND RELOCATION PLAN

Property to be Acquired

All privately owned properties in the Springwood Avenue Redevelopment Area are subject to acquisition if their acquisition is deemed necessary by the Mayor and Council to fulfill the goals of the Plan. If a property is to be acquired, the City would engage in good faith negotiations in accordance with the provisions of the Local Redevelopment and Housing Law and the Eminent Domain law of 1971. If such negotiations are unsuccessful, the City is empowered to take title to such properties through the use of eminent domain.

The following properties, identified by tax block and lot designation as listed on the records of the City Tax Assessor on November 6, 2006, are located within the Springwood Avenue Redevelopment Area:

Block	Lot(s)
80	1 through 5 and a portion of lot 6 up to the existing Housing Authority residential facility
81.02	10 through 18
84.02	1 through 10
84.03	1 through 9
85	1 and 33 through 38
87	1 and 24 through 33
89	1 through 5
92	1.01 through 4
93	1 through 3
94	9 through 14
96	1 through 3 and 39, 40, 41, a portion of lot 42 to a depth of 150 feet west from the

	Springwood Avenue property line, 43, 44, 45
97	1 through 3 and 38 through 49
98	1 through 4
100	1 through 5
101.01	1 through 9 and 16 through 29
104	2 through 9
101.02	1

Relocation

As all properties in the Springwood Avenue Redevelopment Area are subject to acquisition, relocation of residents and/or businesses may be necessary as the redevelopment process continues and if deemed necessary by the Mayor and Council to fulfill the goals of the Plan.

If any redevelopment action results in the displacement of households due to an acquisition action by the City, the City will assist those households in relocating to similar or improved housing units. These housing units should be located either within or in the general area of the City of Asbury Park.

If any redevelopment action results in the displacement of businesses due to an acquisition action by the City, the City will assist those businesses in relocating to suitable space either within or in the general area of the City of Asbury Park.

Any business or household located within the Springwood Avenue Redevelopment Area that is acquired will be referred to the City’s designated relocation officer appointed by the City. Reasonable compensation to enable relocation shall be provided in accordance with a Workable Relocation Assistance Plan (WRAP). No relocation activity may take place until the WRAP is prepared and approved by the New Jersey Department of Community Affairs.



The City will comply with applicable provisions of the Relocation Assistance Law, Relocation Assistance Act and the Relocation Assistance and Eviction Regulations of the State of New Jersey.

If action by the City is not required to acquire private properties, the costs of relocation, if any, shall be negotiated as part of the transfer of the property from the owner to the redeveloper in the same manner as with ordinary real estate transactions.

## RELATIONSHIP TO DEFINITIVE LOCAL OBJECTIVES

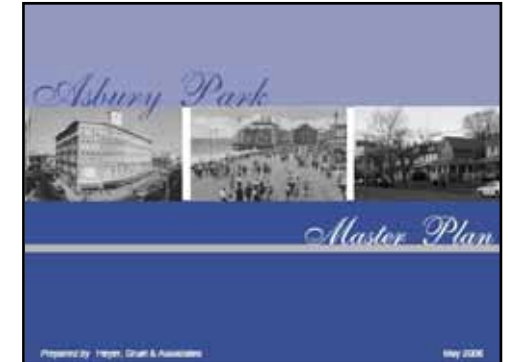
The Local Redevelopment and Housing Law requires that a Redevelopment Plan show any significant relationship to the master plans of contiguous municipalities, the county master plan, and the State Development and Redevelopment Plan. The Amended Springwood Avenue Redevelopment Plan is substantially consistent with the City of Asbury Park Master Plan, the Master Plan of Neptune Township (the only adjacent Municipality affected), the Monmouth County Growth Management/Master Plan and the State Development and Redevelopment Plan.

The Amended Springwood Avenue Redevelopment Plan, when adopted by the Mayor and Council, will replace the Urban Renewal Plan and provisions contained in the S.T.A.R.S. Redevelopment Plan for the NC Neighborhood Commercial district. Areas covered by this Plan shall be redeveloped in accordance with the standards and requirements set forth herein.

This Plan shall also 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. It is intended that the provisions of the Residential Site Improvement Standards (RSIS) will be superseded and waived by the Plan.

### City of Asbury Park Master Plan

The City of Asbury Park Planning Board adopted City Master Plan in May of 2006. As a “new document”, the Master Plan provides the most current statement of land use goals and policy so important to guiding a municipality’s future development.



The Amended Springwood Avenue Redevelopment Plan is consistent with the City of Asbury Park’s Master Plan. The Plan meets the following italicized list of community-wide goals and objectives articulated in the Master Plan.

### Planning Goals

- *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.*
  - The Amended Springwood Avenue Redevelopment Plan includes provisions for mixed-use development and high density residential development in close proximity to mass transit service in line with Transit Oriented Development principles. The requirement for non-residential development will encourage the establishment of jobs to further the City’s economic development. New park space is proposed thereby increasing the amount of park and recreational facilities and community facilities are permitted uses in the Plan. Local and regional circulation will be facilitated by the creation of a new jitney/shuttle service, provision for bus shelters, and provisions for safe and efficient pedestrian and bicycle friendly streetscapes.



- *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.*
  - Infill development proposed is compatible and consistent with existing uses along Springwood Avenue. The Plan allows for a variety of housing types and affordability levels.
- *Encourage the development of a diversified economic base that generates employment growth, provides increased tax ratables, and increases income levels.*
  - The Plan promotes this through required commercial development including a variety of permitted non-residential uses that will provide for a variety of jobs in different industries.
- *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.*
  - The Plan provides for the creation of a jitney/shuttle bus service to connect the Springwood Avenue corridor with the Transportation Center, CBD, Waterfront, and even Neptune Township. Walking and bicycling are promoted through the provision for pedestrian friendly streetscapes and the inclusion of a bicycle lane along Springwood Avenue.
- *Properly utilize redevelopment as a tool for Asbury Park's revitalization.*
  - The Springwood Avenue Redevelopment Plan is drafted following the provisions contained in the Local Redevelopment and Housing Law and will help to spur revitalization within this underutilized and historic corridor in the City of Asbury Park that will benefit not only adjacent neighborhoods, but improve the City as a whole.
- *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.*

- This plan promotes the enhancement of local circulation by the provision of jitney/shuttle bus service, a pedestrian friendly streetscape and the provision of a bicycle lane. Bicycle racks shall be installed within the streetscape and off-street bicycle parking is mandated.

- *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.*
  - New public park space is proposed along Springwood Avenue to increase opportunities for active and passive recreation.
- *Continue to improve the quality of life within the City.*
  - The redevelopment of Springwood Avenue will spur the creation of employment opportunity, adequate housing at reasonable costs, and new recreational space that will function as a “central square” for the community.
- *Promote the arts, especially the public arts.*
  - This plan requires the incorporation of public art in public plazas, parks, and in some cases landscaped areas within parking areas.

#### Objectives

##### *Land Use Objectives:*

- *Continue to encourage new retail commercial and mixed-use developments consistent with the City's redevelopment plans.*
  - This plan calls for mixed-use development including retail use.
- *Encourage transit-oriented development near the Transportation Center, with strong pedestrian and bicycle linkages between the Transportation Center and the CBD and waterfront.*
  - This plan Plan includes provisions for mixed-use development and high density residential development in close proximity to mass transit service



in line with Transit Oriented Development principles with an emphasis on pedestrian and bicycle mobility.

- *Review redevelopment plans to ensure consistency among them. Revise and update obsolete redevelopment plans as necessary.*
  - This plan amends the 1975 Urban Renewal Plan for the Springwood Avenue Redevelopment Area and incorporates a portion of the STARS Redevelopment Area and reflects the current community vision for the redevelopment of Springwood Avenue.
- *Continue to strengthen and improve City-wide and neighborhood commercial districts as centers of employment, shopping, services, entertainment and education.*
  - This redevelopment plan promotes the redevelopment of the existing neighborhood commercial district along Springwood Avenue and will strengthen it by the introduction of new residential development along the Avenue. A variety of non-residential uses are permitted including retail, office, theaters and schools.

*Housing Objectives:*

- *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.*
  - This plan promotes this directly through the inclusionary zoning provision.
- *Encourage the development of transit-oriented higher density housing in close proximity to the station area.*
  - This plan allows for higher density residential development within a ½ mile distance from the station area.
- *To fully integrate affordable housing throughout the City both within projects and geographically throughout Asbury Park.*

- This plan promotes the integration of affordable housing directly through the inclusionary zoning provision.

*Economic Objectives:*

- *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.*
  - This plan promotes neighborhood service commercial type development and entertainment related uses similar to the historic character of Springwood Avenue.
- *Support transit-oriented development in the station area, especially on underutilized or vacant commercial property.*
  - This plan promotes transit-oriented development within the station area on vacant property by encouraging a mix of land uses, higher residential densities, convenient linkages for pedestrians and bicyclists and a pedestrian friendly streetscape including bicycle racks, clearly identified street crossings, street furniture and bus shelters.
- *Promote continued growth and development of the City's economic base.*
  - This plan promotes new non-residential and residential development on currently vacant land.
- *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.*
  - This plan capitalizes on its close proximity to mass transit service and its proximity to secondary gateways into the City (Memorial Drive and Springwood Avenue at the Neptune Township border).



- *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.*
  - This plan promotes private investment by allowing for the development of a variety of non-residential and residential uses that have been recommended by the community as reflecting their needs and desires.

*Circulation Objectives:*

- *Provide additional bicycle/pedestrian routes to promote and improve alternative circulation within the City.*
  - This plan calls for the creation of a bicycle lane to facilitate travel by bicycle and pedestrian friendly streetscapes that will help to encourage and enhance pedestrian movement.
- *Provide a jitney or trolley loop service that connects the train station, CBD and waterfront areas.*
  - This plan calls for a jitney/shuttle bus that will link Springwood Avenue, the Transportation Center, CBD, waterfront and West Lake Avenue in Neptune Township.
- *Encourage the use of mass transit.*
  - This plan promotes the utilization of mass transit through the provision for jitney/shuttle bus service that will stop at the Transportation Center, the installation of bus shelters within the streetscape and a pedestrian friendly streetscape that will help link the neighborhood with the Transportation Center.
- *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.*
  - This plan provides for the installation of clearly marked pedestrian crossings and the installation of a bicycle lane along Springwood Avenue.

- *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.*
  - This plan provides for the installation of wayfaring signage.

*Conservation Objectives:*

- *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.*
  - This plan promotes “green building” design.
- *Promote and develop active and passive energy conservation approaches to reduce energy usage by the City and new developments.*
  - This plan promotes energy efficiency and pollution mitigation through “green building” design.

*Recreation Objectives:*

- *Consider the creation of neighborhood oriented “pocket” parks in locations that are not currently afforded nearby access to existing park facilities.*
  - This plan calls for the creation of a public park containing active and passive recreation facilities. During the preparation of the City Master Plan, the public identified as an issue the “lack of sites for active recreation”. The Master Plan noted that there are essentially only two active recreation areas in the City, the West Side Recreation Area and the High School recreational facilities. According to the Master Plan, “it is apparent that Asbury Park actually has a significant lack of active recreation areas, pocket parks and playgrounds, and that the geographic distribution of parks and open space in the City is uneven.” While existing open space in the southwest corner of the City is clearly an asset to the neighborhood, it remains relatively inaccessible. The Board of Education Facilities have restricted access. The West Side Recreation Area will lose



some of the active recreation space it contains, when planned expansion of the Bangs Avenue Elementary and Middle Schools occurs.

Select Recommendations found in the Recreation & Open Space Element:

- *Assure that the Springwood Avenue Redevelopment Plan contains provisions for open space.*
  - The plan calls for the creation of a park with active and passive recreation facilities.
- *Initiate discussions with Monmouth County to determine how the County Park System can be made an active partner in meeting the City's recreation goals.*
  - The Monmouth County Park System has provided a sketch containing a schematic park design for Springwood Avenue.
- *Work with the County to determine designated bike routes within Asbury Park. Routes should connect public areas, such as parks and schools, with other destinations and the Transportation Center, and, if possible, should connect to adjacent municipalities.*
  - The provision for a bicycle lane was recommended within the Asbury Park Transportation Study prepared by the Monmouth County Planning Board.
- *Add additional parks where feasible on the west side.*
  - The plan calls for the creation of parks with active and passive recreational facilities.

Based on the foregoing, it is clear that the Amended Springwood Avenue Redevelopment Plan is consistent with the basic goals and objectives included in the City's Master Plan. The Plan has been designed to implement these goals and objectives.

### **Master Plans of Contiguous Municipalities**

The City of Asbury Park is bordered by Neptune Township, Ocean Township, Interlaken Borough, Allenhurst Borough and Loch Arbour Village. The Springwood Avenue Redevelopment Area is only adjacent to Neptune Township, whose boundary is the western border of the Springwood Avenue Redevelopment Area. Springwood Avenue becomes West Lake Avenue once one crosses into Neptune. Therefore, from a planning and design perspective, the Springwood/West Lake corridor is closely linked.

In 2005, Neptune adopted the West Lake Avenue Redevelopment Plan. The Amended Springwood Avenue Redevelopment Plan and West Lake Avenue Redevelopment Plan both contain compatible goals and objectives. Along West Lake Avenue, adjacent to the municipal border, mixed-use development is proposed as with the Neighborhood Commercial Zone in this Plan.

In the West Lake Avenue Redevelopment Plan, it is stated that Neptune will continue to work with the City to ensure that the municipalities' redevelopment objectives are mutually beneficial and compatible. The City makes the same commitment as it will continue to work with Neptune to ensure that Asbury Park's and Neptune's redevelopment objectives for the corridor are mutually beneficial and compatible. The Amended Springwood Avenue Redevelopment Plan affects no other adjoining municipality.

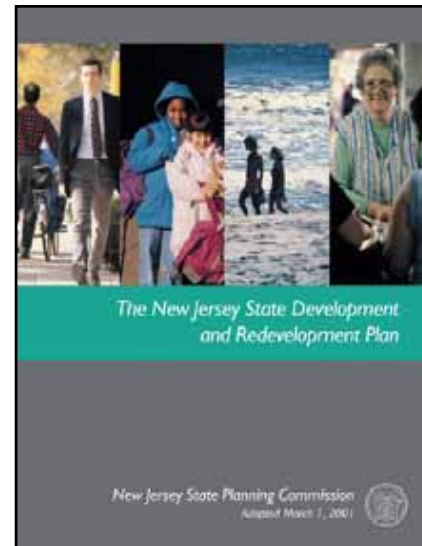
### **Monmouth County Growth Management Plan/Master Plan**

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 Amended Springwood Avenue Redevelopment Plan is consistent with this objective.



### **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 Springwood Avenue 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 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. Springwood Avenue was specifically included as part of the Statement as follows:

“The Springwood Avenue Corridor will be redeveloped and contain a variety of housing types to accommodate residents of all income levels. They will see the benefits of ease of access to the City’s mass transit system. Existing



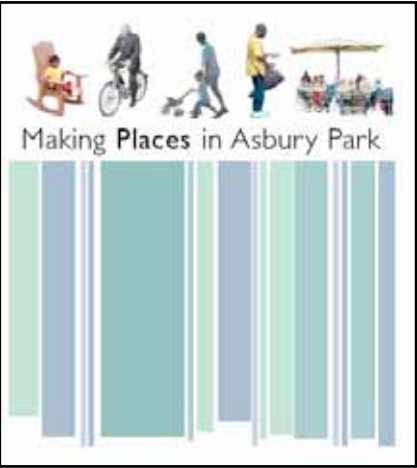
neighborhood commercial space will be enhanced and new commercial space constructed to serve the needs of this community.”

This plan is consistent with the City’s Statement of Community Vision found in its Petition for Plan Endorsement.

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. This plan fulfills many of the items found in the PIA as follows:

1. Implement the Recommendations in the “Walkability Audit”:

The Project for Public Spaces, in conjunction with New Jersey Transit, have prepared a “Walkability Audit” for the southwest quadrant of Asbury Park. Entitled, “Making Places in Asbury Park”, the Audit contains a number of recommendations on how the pedestrian experience can be enhanced in the area. To prepare the audit, in April of 2004, a community workshop was held to come up with a vision for how places in the southwest quadrant of the City could be improved. Over 100 participants, including children to senior citizens participated in a “Place Performance Evaluation”, where people rated the area in terms of its accessibility, comfort and image, activities, and sociability. This rating resulted in a listing of recommendations from the community for how the southwest quadrant could become more pedestrian friendly.



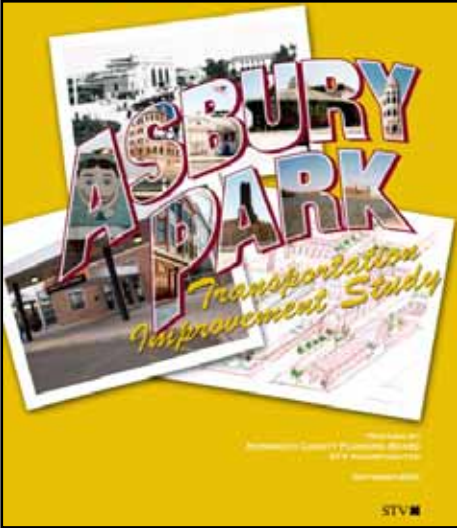
The following recommendations found in the Walkability Audit are followed in this plan:

- Creation of a welcoming gateway at the intersection of Springwood Avenue and Memorial Drive.

- Provision of park space which shall become a “central square” for community activities and recreation.
- The prohibition of chain link fencing which was identified as giving an overall subtle impression of institutional or unsafe ares versus a more neighborly community image.
- The allowance of uses geared specifically for teenagers.
- A provision for the installation of wayfaring signage programs.
- The provision of appropriate mixed-use development.

2. Implement Recommendations From the Asbury Park Transportation Improvement Study

In late 2005, the Monmouth County Planning Board along with their planning consultants STV Incorporated and EDAW completed the “Asbury Park Transportation Improvement Study”. Funded in part by USDOT, the study was “designed to build upon and complement the current revitalization efforts by developing an enhancement plan for the Transportation Center and key gateway connecting corridors linking existing and future west and east side residents to the transit center, retail district and waterfront.” As part of the study, specific improvements were recommended for the Transportation Center and key “gateway corridors” leading to the Center. One of the identified corridors was Springwood Avenue.



As part of the Study, a community visioning session was held to seek input on how the area surrounding the James J. Howard Transportation Center should be redeveloped. The results of this visioning, as well as an analysis of existing conditions surrounding the Transportation Center, resulted in the following relevant recommendations:



- Improve pedestrian connectivity along Springwood Avenue to create a safer and more inviting thoroughfare between neighborhoods west of Memorial Drive and Main Street.
- Utilize the vacant lands north and south of Springwood Avenue to create a mixed-use multi-family residential/neighborhood commercial development. These developments should include a mix of affordable and market-rate housing.
- Provide new park/civic space along Springwood Avenue.
- Establish a jitney/shuttle bus service whose route includes Springwood Avenue.
- Create a dedicated bicycle lane along Springwood Avenue.
- Plant street trees along the length of Springwood Avenue.

The Study also listed the following recommended improvements to Springwood Avenue:

Streetscape	Install directional signage; street signage	Construct wider sidewalks; Install improved crosswalks; plant trees	Following new development, repave sidewalks and public areas
Paving	Maintain pedestrian paving area		
Lighting	Ensure adequate pedestrian lighting.	Install street furniture that relates to both vehicular movement and safe pedestrian movement.	Feature lighting in public areas.
Furniture	Install bus shelters; bus signage; advertising boards	Install seating areas along the street; Install trash receptacles; Install bike racks; Install bollards.	
Vacant Lots	Define future open space.	Use defined open space (such as public greens and squares) to provide a framework for mixed-use residential buildings.	Develop vacant lots with mixed-use buildings and open space.

This plan incorporates the relevant recommendations found in the Asbury Park Transportation Improvement Study by incorporation of them into various sections of this plan.

## ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS

All development within the Springwood Avenue Redevelopment Area shall be consistent with the guidelines, standards, and requirements of this Plan. This Plan shall supersede all provisions of the City of Asbury Park Zoning Ordinance that are specifically addressed herein. For items not addressed within the Plan the Land Development Regulations of the City shall be utilized.

Upon final adoption of this Plan by the Municipal Council of the City of Asbury Park, the Asbury Park Zoning Map shall be amended to rezone the area covered by this Plan as the Springwood Avenue Redevelopment Area, and all underlying zoning will be voided.

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 and Redevelopment Activity

No variance from the requirements of this Plan shall be granted by the Zoning Board of Adjustment. The Planning Board alone shall have the authority to grant deviations from the requirements of this plan, as provided herein.



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.

Site plan approval is required prior to the issuance of a building permit or zoning permit for any proposed development or redevelopment activity as follows so that compliance with this Redevelopment Plan can be determined.

All new construction, development, redevelopment, or expansion of the following uses:

- All non-residential uses, with the following exceptions:
  - The non-residential use is proposed in an existing non-residential space and the establishment of the use does not result in the need for deviations from the standards and requirements of this Plan.
  - The establishment of the non-residential use does not alter any site conditions.
  - Modifications, additions or enlargements to a building which do not increase the gross floor area by more than 500 square feet and which do not require a variance or exception from the standards and requirements of this plan.
  - Grading or site preparation that results in minor modifications to the existing site, as approved by the City Engineer;
- All residential uses;
- The construction or alteration of parking areas and driveways;

Any subdivision of lots and parcels of land 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.

**Deviations from the Standards of the Plan**

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.

**Designation of a 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.

*The Local Redevelopment and Housing Law, N.J.S.A. 40: 12A-4 The municipality shall be responsible for implementing redevelopment plans and carrying out redevelopment projects pursuant to section 8 of P.L.1992, c.79 (C.40A:12A-8). The municipality may execute these responsibilities directly, or in addition thereto or in lieu thereof, through either a municipal redevelopment agency, or a municipal housing authority authorized to exercise redevelopment powers pursuant to section 21 of P.L.1992, c.79 (C.40A:12A-21), but there shall be only one redevelopment entity responsible for each redevelopment project.*

**Conveyance of Land**

The City may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to restrictions, controls and requirements of this Plan, all or any portion of the land within the Springwood Avenue Redevelopment Area which becomes available for disposal by the City. The City may also use its redevelopment powers granted pursuant to the Local Redevelopment and Housing Law to enter into agreements with a designated redeveloper to effectuate the implementation of this Plan.

**Criteria and Procedures for Redeveloper Selection and Redeveloper Agreements**

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.

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.

As described in the History and Background section of this plan, the community has played a vital role in formulating the redevelopment goals and objectives for Springwood Avenue. In order to help effectuate those goals and objectives, the community prefers redevelopment that provides for what is shown in the following list. The following shall be considered during the redeveloper selection process and the drafting of a redeveloper agreement.

1. Redeveloper Agreements should include a provision that at least 20% of local labor and building products be utilized.
2. 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.
3. Existing Asbury Park residents should be given first preference to purchase or rent the new affordable housing units unless the restrictions imposed by any affordable housing funding subsidies received by the developer and/or applicable State statutes require otherwise.
4. Although the plan mandates an affordable housing set-aside of at least 20%, a greater percentage of affordable units in each redevelopment project are preferred.
5. Energy efficient buildings, the use of green building concepts and the use of modern technology in homes and businesses are important and should be incorporated into any redevelopment project.
6. Buildings should be hard-wired for high-speed internet access or wireless access should be provided.

## **Implementation**

Successful implementation of the Springwood Avenue Redevelopment Plan will depend upon effective, continued collaboration between City government, local residents, local business owners and the development community.

Although not mandated by the Local Redevelopment and Housing Law, the SAAC recommends that multiple redevelopers be chosen to build in accordance with this redevelopment plan. In addition, the SAAC recommends that they or another organization or committee provide continued involvement and input on redeveloper selection and the execution of redeveloper agreements and any community benefit agreements.

A number of public funding sources may be available to help implement this redevelopment plan.

## **Amending the Plan**

Upon compliance with the requirements of the Local Redevelopment and Housing Law and any other applicable law, the Mayor and Council of the City of Asbury Park may amend, revise or modify this Redevelopment Plan. The plan may need to be amended from time to time to adjust for changes in the real estate market, changes in local development objectives and policies, or emerging development trends.

## **Duration of the Plan**

The Springwood Avenue Redevelopment Plan and the requirements and restrictions with respect thereto shall be in effect for a period of thirty (30) years from the date of approval of the Plan by the Mayor and Council of the City of Asbury Park. Any amendments to the Plan shall not alter or extend this period, unless extended by such amendments.



# APPENDIX A: CONDITIONAL USE AND OTHER CONDITIONS AND REQUIREMENTS FROM CITY CODE

**City Code Section 30-73.10: Minor Home Occupations.** A minor home occupation is any gainful occupation or profession engaged in by an occupant of a dwelling unit which meets the following conditions and requirements:

- a. The use shall be carried out entirely within the dwelling and carried on by the inhabitants hereof and no others.
- b. The primary use shall be residential and the minor home occupation shall be secondary to the residential use of the property. The appearance of the structure shall not be altered, and the occupation within the residence shall not be conducted in a manner that would cause the premises to differ from its residential character either by the use of colors, materials construction, lighting, signs, or the emission of sounds or vibrations that carry beyond the premises.
- c. No more than one (1) room of the dwelling may be used for the home occupation.
- d. There shall be no advertising, display or other indications of a home occupation on the premises, except as permitted in 30-61.5e. (Section 30-61.5.e. allows for signs for professional offices in residences in residential and non residential districts where not more than one (1) non-illuminated sign not exceeding two (2) square feet is permitted.)
- e. There shall not be conducted on the premises the business of selling stock or merchandise, supplies, or products, provided that orders for such goods may be taken at the premises by either mail order or telephone. There shall be no direct pick up of such orders at the residence. Parties for the purpose of selling merchandise or taking orders shall not be held more than once per month.
- f. There shall be no storage or display of goods visible from outside the structure.

- g. Use or storage of material or equipment not recognized as being part of the normal practices of owning and maintaining a residence is not permitted. In any event, there shall be no storage of hazardous or extrahazardous materials as defined by NJDEP and USEPA.
- h. Deliveries from commercial suppliers shall not be made more than once per week, and the deliveries shall not restrict traffic circulation.

**Section 30-76.3.p: Churches, Houses of Worship and Funeral Homes.** Churches, houses of worship and funeral homes, as defined in this chapter may be permitted by Conditional Use Permit from the Planning Board in zones as provided in Sections 30-69 and 30-70. The Planning Board may issue a Conditional Use Permit provided the following standards and conditions are complied with:

- 1. A written statement setting forth the full particulars of the intended use must be filed in triplicate with the Planning Board. Such statement must include the estimated seating capacity, worship schedule, if applicable, and a description of activities likely to occur on the premises. The statement is required in order for the Planning Board to assess the impact, if any, of the proposed use on the surrounding area due to traffic, noise, etc.
- 2. In order to prevent excess parking on adjacent streets, there must be off-street parking provided equal to one (1) parking space per four (4) seats for churches and houses of worship. Funeral homes shall conform to the parking requirements of paragraph o of subsection 30-59.5. All other provisions of Section 30-59 shall apply with respect to the layout and design of such off-street parking areas.
- 3. In order to insure adequate area for off-street parking and associated buffers, the minimum lot size must be twelve thousand five hundred (12,500) square feet and the minimum lot width must be one hundred (100) square feet.
- 4. The Planning Board may require planted buffers or other screening for the purpose of mitigating any adverse effect of light or noise generated in connection with the use of the property.
- 5. All buildings and structures shall comply with the yard requirements of the zone within which they are located, except that church buildings may be constructed to a height not exceeding two and one-half (2.5) stories and fifty (50) feet, not including steeples, cupolas, bell towers, or other such architectural features.



**City Code Section 30-76.3.o.: Nightclubs, Teen Clubs.** Nightclubs and teen clubs may be permitted where indicated in Section 30-70 by issuance of a Conditional Use Permit from the Planning Board. The Planning Board may issue a Conditional Use Permit provided the following standards and conditions are complied with:

1. Adjacent parking must be provided as specified in Section 30-59 for restaurants, bars and nightclubs.
2. Teen clubs shall mean nightclubs which do not serve alcoholic beverages and which permit the patronage of persons under the age of twenty (20). The hours of operation of teen clubs shall be limited so that no such club shall be open between the hours of 1:00 a.m. and 12 noon on any given day. No teen club shall be open when any City school is in session.
3. All premises used as teen clubs or nightclubs must be appropriately fenced and landscaped to buffer such activity from nearby residences.
4. No noise emanating from a teen club or nightclub will be permitted which is audible at the nearest property line.
5. Operators of teen clubs shall be responsible for the behavior of their patrons while they are on the premises. Such responsibility will include appropriate supervision both inside the club and in the parking areas.



# APPENDIX B: DEFINITIONS

**Cartway:** The actual road surface area from curblineline to curblineline which may include travel lanes, parking lanes, and deceleration and acceleration lanes. Where there are no curbs, the cartway is that portion between the edges of the paved, or hard surface, width.

**Drive-in or drive-through use:** For the purposes of this plan, a drive-in or drive-through use shall mean an establishment by design, physical facilities, service, or packaging procedures encourages or permits customers to receive services, obtain goods, or be entertained while remaining in their motor vehicles.

**Dwelling, Attached Single-Family:** For the purposes of this plan, attached single-family dwelling shall mean a building containing one dwelling unit which shares a common vertical wall with an adjacent dwelling on at least one side in a group of not less than 2 and not more than 4.

**Dwelling, Attached Two-Family:** For the purposes of this plan, attached two-family dwelling shall mean a building containing two dwelling units separated by an unpierced ceiling and floor extending from exterior wall to exterior wall, except for a common stairwell that may serve both units, and each of which has direct access to the outside or to a common hall and which shares a common vertical wall with an adjacent dwelling on at least one side, in a group of not less than 2 and not more than 4.

**Dwelling, Multi-family:** For the purposes of this plan, multi-family dwelling shall mean a building containing three or more dwelling units.

**Retail Sales:** For the purposes of this plan, an establishment engaged in the selling or rental of goods and merchandise to the general public for personal use and household consumption and buys and receives as well as sells merchandise, may process or manufacture some of the products, such as a jewelry store or bakery, but such processing or manufacturing is subordinate to the selling activities. Such uses may include but are not

limited to delicatessens, grocery stores, hardware stores, clothing/apparel and shoe stores, newsstands, florists, candy stores, coffee shops, ice cream parlors, video rental, bookstores, music stores and pharmacies.

**Nightclub:** For the purposes of this plan, an establishment dispensing liquor and meals as an adjunct to its bar business, and where music (live or recorded), dancing, or entertainment is conducted. No more than 50% of the floor area devoted to patrons may be occupied by the bar and bar seating. The remainder of floor area devoted to patrons must be devoted to performance space, seating for the performance space (where meals may also be served) and dance floors.



# APPENDIX C: PROCESS

The Local Redevelopment and Housing Law or LRHL (N.J.S.A. 40A-12A-1 et. seq.) is the State statute which outlines the process for the designation of redevelopment areas and the creation of redevelopment plan. The statute also defines the roles of various entities required to be involved in the creation of a redevelopment plan and lists the required contents of a redevelopment plan.

The following represents the major steps mandated by the LRHL:

1. The Mayor and Council direct the Planning Board to undertake a preliminary investigation report to determine whether or not an identified area meets the statutory criteria as an “area in need of redevelopment”

**"Redevelopment area" or "area in need of redevelopment"** *means an area determined to be in need of redevelopment pursuant to sections 5 and 6 of P.L.1992, c.79 (C.40A:12A-5 and 40A:12A-6) or determined heretofore to be a "blighted area" pursuant to P.L.1949, c.187 (C.40:55-21.1 et seq.) repealed by this act, both determinations as made pursuant to the authority of Article VIII, Section III, paragraph 1 of the Constitution. A redevelopment area may include lands, buildings, or improvements which of themselves are not detrimental to the public health, safety or welfare, but the inclusion of which is found necessary, with or without change in their condition, for the effective redevelopment of the area of which they are a part.*

2. The Planning Board conducts the preliminary investigation and holds a public hearing on the proposed redevelopment area designation.
3. Based on the Planning Board’s recommendation, the Mayor and Council may designate all or a portion of the study area as an area in need of redevelopment.
4. The Mayor and Council prepare the redevelopment plan or directs the Planning Board to prepare the redevelopment plan.
5. The Planning Board reviews and comments on the proposed redevelopment plan. Review comments include an identification of any provisions in the proposed

redevelopment plan which are inconsistent with the City Master Plan and recommendations concerning those inconsistencies and any other matters as the Board deems appropriate.

6. The Mayor and Council, after receipt and review of the Planning Board’s report, may accept or reject any recommendation of the Board by a majority vote. When a Planning Board recommendation is not followed, the Mayor and Council’s meeting minutes must include the reasons for not following a recommendation.
7. The Mayor and Council adopt the redevelopment plan by ordinance, which by law requires introduction at a public meeting and a public hearing at a subsequent public meeting.
8. The Mayor and Council or another agency or authority designated by the Mayor and Council as the “redevelopment entity” oversees the implementation of the redevelopment plan.
9. The redevelopment entity may select a redeveloper to undertake the redevelopment project or a portion of the project.

The above summary lists only the required parts of the redevelopment process. The preparation of the Springwood Avenue Redevelopment Plan has gone beyond what is simply required by the LRHL. As is discussed in this plan, the Springwood Avenue Redevelopment Plan was drafted not by the Mayor and Council or Planning Board exclusively, but essentially by the community including the Springwood Avenue Advisory Committee (SAAC).



## Appendix D: Image Credits

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- Page 57, right column: ““Asbury Park Transportation Improvement Study”, STV Incorporated/Monmouth County Planning Board



## Appendix E: “This is what we heard...is this what you said?”

1. Springwood Avenue is a part of a larger neighborhood where people live. Any plan for redevelopment of the area must include a proper level of respect and input from residents of our community.
2. The presentation of any future plan must include thorough materials, multiple and properly sized visuals. It must be presented so that residents understand it.
3. Springwood Avenue has a history of being a mixed commercial-residential use area. Future plans should be based on its mixed-use history. There is a need for local retail businesses to exist in the community.
4. Employment of area residents is a factor that must be addressed as a key part of the Springwood Avenue (Asbury Park) redevelopment plan. There is a need for jobs where residents live.
5. The Springwood Avenue plan must include an increased number of affordable housing rental/ownership units.
6. The developers agreement must include (at a minimum) the 20/20 local labor force & materials requirements (such as the Steinbach's agreement).
7. Affordable housing must reflect the reality of living wage and related economic factors within the Springwood Avenue neighborhood as well as Asbury Park as a whole.
8. The number of affordable housing (units) must be increased and included as key elements of plans for Springwood Avenue.
9. Residents must begin to prepare themselves to take advantage of the opportunity to become the new merchants & retailers of the future Springwood Avenue commercial establishments.
10. Redevelopment cannot just mean land, it must mean people. There are many social issues that must be addressed to help people build better lives as a part of redevelopment.
11. Redevelopment (here or in any plan) must be community driven rather than developer driven. (Planned around the needs and/or desires of the community).

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