

CITY OF ASBURY PARK MONMOUTH COUNTY, NEW JERSEY



Biennial Report on the City of Asbury Park's Status of Its Planning and Implementation Agreement Efforts

PRESENTED TO:

The State Planning Commission

Mr. Ben Spinelli, Executive Director, Office of Smart Growth

Ms. Leigh Jones, Area Planner, Office of Smart Growth

RESPECTFULLY SUBMITTED BY:

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April 14, 2009

INTRODUCTION

This report is submitted in compliance with the requirements of the City's Planning and Implementation Agreement with the State Planning Commission and NJAC 5:85-7.12(c).

Asbury Park the first Urban Center to be designated since the original State Development and Redevelopment Plan in 1992, when the State Planning Commission designated eight Urban Centers. Asbury Park's request for Plan Endorsement and designation as an Urban Center was the first such request under the April 28, 2004 Plan Endorsement Guidelines. The designation of the City as an Urban Center has proved beneficial, with continued and enhanced State agency assistance with local planning efforts as well as the availability of additional funding sources which are being utilized. The City has followed the strategy for planning activity as outlined in its Planning and Implementation Agreement and is continuing on a path that will once again make it the "Jewel of the Jersey Shore".

Since center designation of the City of Asbury Park by the State Planning Commission, development and redevelopment activity has continued at a pace unprecedented within the City's past. From housing to transportation issues, the City has worked to insure a coordinated approach to redevelopment in a manner that supports the objectives outlined in the Planning and Implementation Agreement.

This report includes the required submissions under NJAC 5:85-7.12(c), with any new planning documents adopted or considered included in the appendices. For ease of review, the full Planning and Implementation Agreement is included within the report, with a new column added and entitled, "Status". The status column

indicates the activities that the City has undertaken to fulfill the specific Planning and Implementation Agreement objective.

RECOGNITION OF OUTSTANDING PLANNING

The Department of Planning and Redevelopment has received recognition from its peers for both planning initiatives and individual staff accomplishments. Rewards received since the City's last biennial report in 2007 include:

- 2008 Achievement in Planning Award for the Amended Springwood Avenue Redevelopment Plan, received from the New Jersey Planning Officials
- 2008 Planning Merit Award for the Amended Springwood Avenue Redevelopment Plan, received from the Monmouth County Planning Board
- 2008 Maya Angelou Phenomenal Woman Award: Eve Silver, City Relocation Officer and Latino Community Liaison, Recipient
- 2009 Hispanic Leadership and Commitment Award: Eve Silver, City Relocation Officer and Latino Community Liaison, Recipient

CONSISTENCY WITH THE STATE DEVELOPMENT AND REDEVELOPMENT PLAN AND PLANNING AND IMPLEMENTATION AGREEMENT

The City of Asbury Park prepares all new planning documents in a manner consistent with the goals and objectives of the State Development and Redevelopment Plan for urban centers and the metropolitan planning area in which Asbury Park is located. Since

the 2007 biennial report to the State Planning Commission, two new major planning documents have been adopted, the Amended Springwood Avenue Redevelopment Plan and Main Street Redevelopment Plan.

Amended Springwood Avenue Redevelopment Plan

The award winning 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 the 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.

Throughout the planning process, the Springwood Avenue Advisory Committee provided integral input, both in plan content and in the formulation and execution of an aggressive public outreach strategy. This outreach strategy resulted in not only significant attendance at public forums, but also the holding of community education workshops organized by various community leaders with the goal of (1) familiarizing the community with the role of the redevelopment plan in the redevelopment process, (2) familiarizing the community with the history of the Springwood Avenue Redevelopment Plan and why it was in need of revision and, (3) familiarizing the community with the revised version of the Springwood Avenue Redevelopment Plan and the pros and cons of its potential impact on community residences and stakeholders.

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 public park. These will be constructed in a pedestrian friendly environment, with a user-friendly and attractive streetscape.

There are a number of projects in progress which have resulted from this important planning initiative. They include:

Springwood Commons

1316-1320 Springwood Avenue
Block 97, Lots 1 through 3 and 46 through 49

Total of 16 Residential Units
NJHMFA CHOICE FINANCING SOUGHT; City cash contribution of \$225,000 granted
7,900 Square Feet of Non-Residential Space on Ground Floor
Status: Preliminary Site Plan approval Granted

Springwood Center

1201-1207 Springwood Avenue
Block 85, Lots 33 through 35

Total of 8 Residential Units
Monmouth County HOME Funding Sought
9,393 Square Feet of Non-Residential Space on Ground Floor
Status: Preliminary Site Plan approval obtained, preliminary investigation completed

Chan Hwan Yi

1216-1220 Springwood Avenue
Block 98, Lots 1 through 4

Total of 22 Residential Units
6,527 Square Feet of Non-Residential Space on Ground Floor
Status: Preliminary and Final Site Plan Approval Obtained

Sisters Academy

1406-1422 Springwood Avenue

Block 96, Lots 1-3 and 42-45

13,530 square foot, two-story addition onto the easterly side of the existing building. The first story of the addition would include a chapel, classrooms, administrative offices and storage. The second floor of the addition would contain additional classrooms, a library/media room, teachers' room and storage.

Status: Construction has begun

The City is also seeking assistance through the New Jersey Environmental Infrastructure Trust to help fund sanitary and storm sewer improvements within the redevelopment area and surrounding neighborhoods. Securing this funding is instrumental in reducing developer costs thereby making the Avenue even more attractive to redevelopment activity.

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."

The Springwood Avenue Redevelopment Plan is consistent with the City's Statement of Community Vision found in its Petition for

Plan Endorsement. The Plan also plan fulfills many of the items found in the PIA as follows:

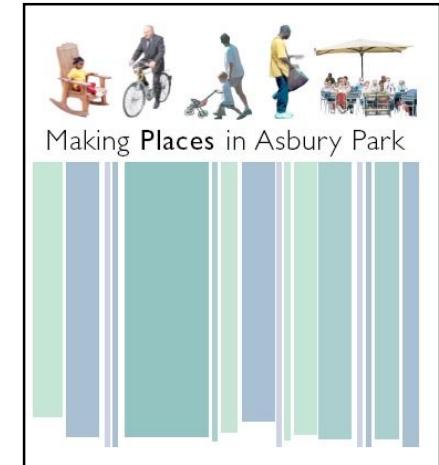
Implement the Recommendations in the "Walkability Audit":

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 the Redevelopment Plan:

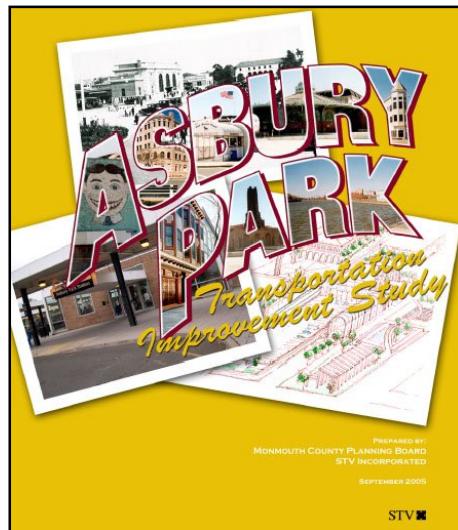
- Creation of a welcoming gateway at the intersection of Springwood Avenue and Memorial Drive.
- Provision of park space which shall become a "central square" for community activities and recreation.



- The prohibition of chain link fencing which was identified as giving an overall subtle impression of institutional or unsafe areas 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.

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	Feature lighting in public areas.

		movement.	
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.

The Amended Springwood Avenue Redevelopment Plan incorporates recommendations found in the Asbury Park Transportation Improvement Study.

Main Street Redevelopment Plan

The Department worked with the Office of Smart Growth to reprogram existing grant funds for the drafting of a Main Street Redevelopment Plan. In-house contributions to the creation of the Plan resulted in an estimated \$30,000 savings to the City of Asbury Park.

The Main Street Redevelopment Plan was spearheaded by the Main Street Steering Committee who guided the planning process. In addition to local representatives, the Department was able to obtain representatives from various state agencies to serve on the Committee, including those from NJDEP, NJDOT, NJHMFA, NJOSG, NJ Transit and others.

The Committee met diligently throughout the planning process providing valuable insights and recommendations for plan content. A number of public forums were held throughout the three year planning process.

The revitalization of Main Street is a critical piece of the overall effort to revitalize the City of Asbury Park. With redevelopment plans in place for Springwood Avenue, the Central Business District, and the Waterfront, the Main Street area is one of the last major sections of the City to undergo a comprehensive planning process. The planning process that led to the creation of the Main Street Redevelopment Plan was an opportunity to think strategically about how the development, use, design, and siting of buildings and landscape elements on and along Main Street—in addition to the design of the roadway itself—can enhance Asbury Park’s sense of place, complement efforts to redevelop the waterfront and other areas of town, provide a more memorable and informative experience for visitors, attract additional investment, add more amenities for residents, and enhance civic life.

There are a number of projects in progress which have resulted from this important planning initiative. They include:

City Hall Redevelopment: at the time of drafting this report, multiple developers who have expressed an interest in redeveloping the City Hall Site, a major civic and transit focal point in Asbury Park have approached the City. The City is preparing an RFP to solicit proposals from multiple developers.

James J. Howard Transportation Center Repair and Upgrade: The City has received a \$190,000 grant under the NJDOT Centers of Place Grant program for capital improvements to the James J.

Howard Transportation Center. This repair and upgrade to the Center is included in the PIA.

Main Street was also specifically included as part of the Vision Statement prepared during the City's petition for Plan Endorsement as follows:

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

The Main Street Redevelopment Plan is consistent with the City's Statement of Community Vision found in its Petition for Plan Endorsement. The Plan also plan fulfills many of the items found in the PIA as follows:

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

PLANNING AND REDEVELOPMENT DEPARTMENT ACTIVITY HIGHLIGHTS

The Department of Planning and Redevelopment is the lead agency for most items contained in the Planning and Implementation Agreement. The Department is also involved in all land use planning in the City of Asbury Park. Following is a brief description of Department activities.

The Department reviews and administers all land development and redevelopment activity throughout the City Of Asbury Park. As part of that role the Department provides technical assistance and guidance to the governing body, Planning Board, Board of Adjustment, Technical Review Committee and other established committees and bodies throughout the City.

Each Department staff member provides a variety of services to the community and performs multiple roles. The Director acts as Redevelopment Coordinator, City Planner and Zoning and Planning Board Planner. The Assistant Planner has assumed the role of Zoning Officer as well as being both Zoning and Planning Board Secretary. The Relocation Officer is also wearing multiple hats as she also acts as the City's Latino Liaison in addition to any relocation activity.

CLEARINGHOUSE OF INFORMATION

- The Department is often the first stop for developers or redevelopers who wish to do work in the City of Asbury Park;
- The Department provides interpretation of local laws and guidance regarding the development approval process;

- The Department regularly participates in speaking engagements to publicize and market Asbury Park to groups such as:
 - The Asbury Park Homeowners Association;
 - The Asbury Park Senior Citizens Organization;
 - The Industrial Commercial Real Estate Women of New Jersey (ICREW);
 - The Jumping Brook Women's Club;
 - The Municipal Land Use Center at the College of New Jersey.

MAIN STREET REDEVELOPMENT

The Main Street Redevelopment Plan is described in detail in prior pages. The Department was responsible for project management as well as being a co-author of the redevelopment plan. Since the 2007 Biennial Report, the Main Street Plan was drafted and finally adopted in November of 2008.

Also created as part of the process were two important implementation documents. These are the Main Street Development Strategy and Implementation Strategy. These documents will be utilized to assist the City in implementing the Main Street Redevelopment Plan.

The Department also had the opportunity to work with the Municipal Land Use Center and Project for Public Spaces to provide recommendations on how to improve east-west circulation in the City, a basic tenet contained in the Main Street Plan.

SPRINGWOOD REDEVELOPMENT

The Amended Springwood Avenue Redevelopment Plan is described in detail in prior pages. The Department was responsible for project management as well as authoring the redevelopment plan in-house resulting in a significant cost savings to the City. The Amended Springwood Avenue Redevelopment Plan was adopted in February of 2008.

The Department was an integral part of hosting a public forum to present the Avenue and state that it was "open for business". This public forum was held in June of 2008.

In addition, the Department is working with other City agencies and Interfaith Neighbors on a joint public private project, the Springwood Center. The Center would contain retail and residential uses as well as the City's Senior Citizens' Center. A meeting with the Brownfield Redevelopment Interagency Team was held on April 2, 2009.

BROWNFIELD DEVELOPMENT AREA DESIGNATION

The Department worked closely with the Springwood Avenue Advisory Committee and Brilliant Lewis Environmental Services to prepare and submit an application to the NJDEP to have the Springwood Avenue Redevelopment Area designated a Brownfield Development Area. The area was so designated in 2008 and is one of only 4 designated BDAs in 2008 and one of only 26 in the entire state. BDA designation provides us with \$5 million a year for a period of 5 years to fund 100% of investigations into any potential site contamination and 25% of any environmental cleanup required. Since environmental costs can add significantly to a development budget, it provides us with another incentive to show potential

developers. The City has already applied for funding for Phase I environmental site investigations of properties along Springwood Avenue.

SUSTAINABILITY COMMITTEE

Asbury Park is moving forward with the development of a Green Development Checklist that will provide standards and guidance for green and sustainable development practices in the redevelopment areas in Asbury Park. The Checklist will also be adapted to incorporate green design requirements into the broader Asbury Park land use development codes.

To undertake this important and cutting edge work two committees will be established to guide this work. The first will be the Green Development Checklist Committee that will include a cross section of members from the Sustainability Committee, Planning Board, and UEZ Board, staff from the City planning and engineering departments as well as local business and community representatives. This Committee will identify community priorities for green development, review information from the technical committee and develop the final recommendations for City Council for a Green Development Checklist program for Asbury Park.

The second committee will be a Green Development Technical Advisory Committee composed of architects, engineers, builders, developers and City staff from engineering and planning, as well as some members from the Green Development Checklist Committee. This Committee will be charged with reviewing green development checklist technical materials and providing recommendations that considers such factors as costs, sustainability benefits, regulatory

and technical issues and assessing the need for green building incentives as a program component.

The Department is working closely with Asbury Park's Sustainability Committee on these initiatives. Funded by the New Jersey Municipal Land Use Center, a \$10,000 grant is being utilized to bring in a consultant to work with the Committee and Department in creating the checklist.

GEOGRAPHIC INFORMATION SYSTEM

The Department has the skills to utilize a geographic information system (GIS) within the City. Prior to creation of the Department, there were no City staff trained to use the system. The Department is working with the City Engineering Department in training and towards a GIS implementation strategy.

The Director has attended and passed both introductory and advanced GIS training sponsored by Monmouth County with no charge to the City of Asbury Park. In addition, the Department has procured aerial image viewing software, Pictometry, and received training on that software at no cost to the City.

STARS REDEVELOPMENT

The Department worked throughout 2008 on initiatives to stimulate activity in the STARS Redevelopment Area. As a member of the Council's Affordable Housing Subcommittee, the Department explored development options and incentives to expedite the development of a number of city-owned lots in the area. The result was an amendment to the STARS Redevelopment Plan that allows for the construction of detached single-family dwellings on what were previously considered undersized lots. The final product will

be the construction of approximately 17 single-family dwellings in the STARS Area.

The Affordable Housing Subcommittee recommended and the governing body accepted that development of the city-owned lots by a collaborative of three non-profit housing developers: Interfaith Neighbors, Monmouth Housing Alliance, and Coastal Habitat for Humanity. This collaborative of non-profits has applied for funding under the Neighborhood Stabilization Program to help fund the project. All units would be constructed as affordable units.

WATERFRONT REDEVELOPMENT

Construction along the City's boardwalk occurred at a pace not seen in years during 2008. The Department helped expedite the approval process for over a dozen development applications pertaining to the waterfront alone between January and June. Included were renovations to the First, Third and Fifth Avenue Pavilions, the installation of seasonal retail space along the boardwalk, the construction of recreational amenities on green spaces between the pavilions. This work resulted in the establishment of a number of new commercial establishments along the boardwalk, including a number of new, very popular restaurants.

CENTERS OF PLACE GRANT

The Department was successful in its application for funding under NJDOT'S Centers of Place Grant program. Received is \$180,000 in funding for capital improvements to the James J. Howard Transportation Center, enabling the City to fulfill its goal of repairing and upgrading the Center.

DEVELOPMENT REVIEW

The Department acts as professional planners for the Planning Board and Board of Adjustment. In that capacity, the Department prepares professional reports advising the boards on matters which they are considering. This includes applications for development. Prior to the establishment of the Department, all development reviews were prepared by outside consultants.

The Department also reviews all construction permits for compliance with zoning ordinance standards. Zoning Permits and Zoning Certificates of Compliance applications are also reviewed by the Department.

In 2008, the Zoning Officer position became part of the Department resulting in further coordination between the Department, city administration and the Planning and Zoning Boards.

RELOCATION ASSISTANCE

The Department includes the City's Relocation Officer who provides relocation assistance including assistance with locating new housing, and processes relocation financial compensation for affected individuals. The Relocation Officer is bi-lingual and provides translation services for various City departments and interacts regularly with the City's hispanic community.

Families and businesses all over New Jersey are being relocated through statewide redevelopment. When businesses and tenants must move according to the redevelopment plans for Asbury Park, it is the main responsibility of the City's Relocation Officer to see that these people in transition are moved with dignity, compassion and according to the laws of the State of New Jersey.

LATINO COMMUNITY LIAISON

The Department's Relocation Officer also acts as the City Latino Community Liaison. The Liaison works with area Latinos to increase awareness and interaction with City Hall and other City services, police and fire fighters. Notable accomplishments include the creation of the photo *Community Identification Card* (CID) a

tool with which the identified Latino, Haitian and homeless community members who have been injured or find themselves in emergent situations can be identified locally and helped right away. Trenton, Neptune and Red Bank are following the CID model. The Liaison also helped acquire county-wide human translation services for 911 callers in languages besides English.

STATUS OF PLANNING AND IMPLEMENTATION AGREEMENT EFFORTS

**City Of Asbury Park
Monmouth County, New Jersey
Planning and Implementation Agreement
May 18, 2005: Revised December 5, 2007**

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A1	-Use the County Ecological Resource Inventory when issues surrounding land use planning and development review arise	-City Planning Board and Board of Adjustment	N/A	Immediate and Ongoing	COMPLETE/ONGOING ITEM The document was distributed to and is utilized by the City Shade Tree/Environmental Commission and Planning and Zoning Boards. The City Master Plan also notes the Inventory and recommends that it is utilized when issues surrounding land use planning and development arise.
Land Use	A2	-Amend the Land Development Regulations to be consistent with the Residential Site Improvement Standards where appropriate	-City Council and Planning Board to consider drafting of ordinances	-OSG Technical Assistance	1 year	COMPLETE Ordinance number 2777 incorporating RSIS into local zoning ordinance adopted on May 3, 2006
Land Use	A3	-Create a telecommunications ordinance, inclusive of protective conditions designed to minimize visual impact of any equipment	-City Council and Planning Board to consider drafting of ordinances	-OSG Technical Assistance	[1 year] <u>Dec-07</u>	COMPLETE Ordinance number 2853 establishing standards for personal wireless service facilities adopted on November 7, 2007.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A4	-Review the City Zoning Ordinance for consistency with bulk standards	-City Council and Planning Board to consider amending ordinance accordingly	-OSG Technical Assistance	[1 year] <u>Draft ordinance by Dec-07, adopted by Mar-08</u>	COMPLETE/ONGOING ITEM The City has adopted a number of ordinances to "clean up" and modernize its existing land development regulations. In addition, the City is currently examining the ordinance to make the recommended amendments found in the City Master Plan. The amendments recommended in the City Master Plan should be ready for consideration by the end of 2009, with potential adoption in May of 2010. Ordinance 2735 clarifying bed and breakfast establishment requirements adopted on June 1, 2005 Ordinance 2777 clarifying site plan requirements adopted on May 3, 2006 Ordinance 2851 clarifying nonconforming uses and structures adopted on September 5, 2007 Ordinance 2831 adopting revised sign ordinance provisions adopted on April 18, 2007

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A5	-Consider the extension of Steiner Place to create additional parking opportunities and access to existing businesses	-City Council to consider strategy as part of a Main Street Redevelopment Plan	-OSG Technical Assistance	[1.5 years] <u>Draft work products by Dec-07, final plan and accompanying items adopted by Apr-08</u>	COMPLETE The Main Street Redevelopment Plan specifically addressed this item. (found on page 34 of the Main Street Redevelopment Plan)
Land Use	A6	-Examine land uses around the transportation center (public transit hub) and change to be more consistent with transit oriented development principles	Include appropriate densities in the planned Main Street Redevelopment Plan City Council and Planning Board to consider revising zone regulations for areas adjacent to the transportation center [- Create a Municipal Strategic Revitalization Plan to identify access opportunities to the transportation center] - Completion of the “Transportation Improvement Study” funded partially by the NJTPA and administered by the Monmouth County PB	NJ Transit and OSG technical assistance Smart Futures Planning Grant Assistance - NJTPA funds (received for “Transportation Improvement Study” by the Monmouth County PB)	[1-2 years] <u>Draft work products by Dec-07, final plan and accompanying items adopted by Apr-08</u>	COMPLETE The Main Street Redevelopment Plan contains development regulations and a conceptual development plan for the transportation center site which includes city hall. At the time of drafting this report, the City was in the process of creating an RFP to seek developer proposals for the site.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A7	-Implement a variety of techniques to mitigate areas of the city that have demonstrated environmental justice issues	-City Council and Planning Board	-NJDEP technical assistance	[2 years] <u>Ongoing</u>	<p>ONGOING</p> <p>The City of Asbury Park has formed a Sustainability Committee with the goal of being proactive in creating and implementing sustainable development practices. Recently, the Sustainability Committee applied for grant funding in the amount of \$30,000 from the Geraldine R. Dodge Foundation for the creation of a Sustainability Plan. The Plan will incorporate sustainable development objectives including energy use, air quality, water quality and supply and solid and hazardous waste that may affect sustainable development. In addition the Plan will address ways in which the City and its citizens can start to create conditions for the long-term health of the City based on economic prosperity and ecological health. The Plan will include recommendations including the adoption of environmentally sound municipal strategies.</p> <p>The City has also received Brownfield Development Area designation from the NJ Department of Environmental Protection for the Springwood Avenue corridor.</p>

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A8	-Update the master plan to include all redevelopment areas	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.
Land Use	A9	-Evaluate transit friendly development techniques and capitalize on the City's mass transit resources through a Circulation Plan Element of the Master Plan	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.
Land Use	A10	-Locate and potentially purchase additional properties for active recreation	-Work with Monmouth County	-Green Acres Funding	Ongoing	ONGOING The City has identified a location for a new park within the Springwood Avenue Redevelopment Area. The park will bring much needed active recreational space to the west side of the city. Acquisition of the land is part of settlement discussions with a prior development rights holder.
Land Use	A11	-Promote beachfront activities	-Media promotions and advertisements	-Technical and financial assistance	Ongoing	ONGOING Both private and public entities work to promote beachfront activities in the City. Madison Asbury Retail, who owns the majority of boardwalk buildings including the historic Convention Hall/Paramount Theater and boardwalk pavilions manages an extensive marketing campaign. The City also publicises events and has a contract with a marketing firm.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A12	-Maintain/operate existing facilities	-Consider recreation department	-Technical and financial assistance	Ongoing	<p>COMPLETE</p> <p>The City created a Department of Recreation in August of 2007. The Department has implemented a number of recreational programs and activities including sports from karate, boxing and basketball to a summer camp, outdoor and indoor track, golf, soccer camp, sailing, indoor tennis, wrestling, travel basketball, hair braiding workshop and operation of a water spray park.</p>
Land Use	A13	-Evaluate use of school facilities	-Strengthen relationship with the Board of Education		Ongoing	<p>ONGOING</p> <p>The City Recreation Department has an excellent working relationship with the City Board of Education and utilizes existing Board recreational facilities for many of its programs including, but not limited to: Summer Day Camp Program, Flag Football League, Outdoor Track, Soccer Club, Indoor Tennis Program, Urban Dance, Boxing, Karate, Wrestling.</p>
Land Use	A14	-Determine the level of change to land uses that have occurred since the last Master Plan update, revise zoning map accordingly	-City Planning Board to update the land use element of the master plan		Ongoing	<p>COMPLETE/ONGOING ITEM</p> <p>The amendments to the City Zoning Map recommended in the City Master Plan should be ready for consideration by the end of 2009, with potential adoption in May of 2010.</p>

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A15	-Develop and adopt a Recreation Element of the Master Plan which includes an inventory City recreational space and project needs	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.
Land Use	A16	-Create a senior citizens center	-Department of Social Services	-Technical and financial assistance		ONGOING/NEAR COMPLETION The City has partnered with Interfaith Neighbors on the “Springwood Center” project. This project calls for the construction of a 27,467 square foot, three-story, mixed use building at 1501-1507 Springwood Avenue. This City-owned parcel sits within the Springwood Avenue Redevelopment Area. Current building design calls for commercial/retail space at grade, space for the Asbury Park Senior Center on the second floor, and eight affordable, residential rental units at the third floor level. The project team met with the Brownfield Redevelopment Interagency Team (BRIT) on April 2 nd to identify additional funding sources. Preliminary site plan approval has already been obtained.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Land Use	A17	-Build on work started this summer on expanding recreation activities in the West Side Recreation Center and Boys Club facilities	-Department of Social Services		Ongoing	<p>ONGOING</p> <p>The City Recreation Department utilizes both the West Side Recreation Department and Boys and Girls Club for its recreational programs. In addition, the Department has donated funds to help support programs run in both facilities. Also, the Department funded a recreation/game room at the West Side Recreation Center.</p>
Housing	B1	-Develop a Housing Element and Fair Share Plan in accordance with third round COAH regulations	-City Planning Board		<p>[1 to 1.5 years] <u>Draft work products by Jan-08, final items adopted by Apr-08</u></p>	<p>ONGOING</p> <p>The Planning Board has been working with its consultant on the completion of the Fair Share Plan. As of the date of this report, the consultant has reported out to the Board that the City's housing obligation has been calculated.</p> <p>In the interim, the City has proceeded with requiring affordable development as part of its recently adopted redevelopment plans for Springwood Avenue and Main Street. Approved to date are the construction of 29 COAH compliant units along Springwood Avenue. The City also maintains its RCA program.</p>

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Housing	B2	-Identify opportunities to create diverse housing opportunities and affordable housing	[-Prepare a Municipal Strategic Revitalization plan] <u>-Prepare a Housing Element, Fair Share Plan, and Affordable Housing Strategy</u>	[-Smart Futures Planning Grant Assistance]	[1 to 1.5 years] <u>Draft work products by Jan-08, final items adopted by Apr-08</u>	ONGOING See B1
Housing	B3	-Estimate affordable housing needs and targets and an action plan to meet goals	[-Prepare a Municipal Strategic Revitalization plan] <u>-Prepare a Housing Element, Fair Share Plan, and Affordable Housing Strategy</u>	[-Smart Futures Planning Grant Assistance]	[1 to 1.5 years] <u>Draft work products by Jan-08, final items adopted by Apr-08</u>	ONGOING See B1
Housing	B4	-Continue to rehabilitate housing units	-Maintain RCA program	-Technical assistance	Ongoing	ONGOING The City continues to run an RCA program.
Housing	B5	-Update the Housing Element of the Master Plan and determine the City's affordable housing obligation	-City Planning Board		Ongoing	ONGOING See B1

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Transportation	C1	-Draft zoning regulations consistent with the State Highway Access Management Code	-Main Street Redevelopment Plan, City Council and Planning Board	-When requested, NJDOT will give priority consideration to providing technical assistance consistent with program requirements and subject to the availability of state resources.	[1 year] <u>Draft work products by Dec-07, final plan and accompanying items adopted by Apr-08</u>	COMPLETE The Main Street Redevelopment Plan contains development regulations including regulations pertaining to the Access Code. The provisions of the Main Street Redevelopment Plan are consistent with the proposed NJDOT Access Code provisions for Asbury Park's portion of Route 71 (aka Main Street).
Transportation	C2	-Develop a plan and schedule for the repair and upgrade of the Transportation Center	-Capital Improvement plan, Main Street redevelopment plan, County Transportation Improvement Study, city Council and Planning Board Apply for appropriate funding programs or seek NJDOT or NJ Transit technical assistance	-When requested, NJDOT and NJ Transit will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources.	1-3 years	COMPLETE A schedule for the repair and upgrade of the Transportation Center was completed and submitted as part of the City's 2007 biennial report. Since then, the Department was successful in its application for funding under NJDOT'S Centers of Place Grant program. Received is \$180,000 in funding for capital improvements to the James J. Howard Transportation Center, enabling the City to fulfill its goal of repairing and upgrading the Center.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Transportation	C3	-Implement Recommendations from the County Transportation Improvement Study	-Main Street Redevelopment Plan, Capital Improvement Plans, City Council and Planning Board - Apply for appropriate funding programs or seek NJDOT or NJ Transit technical assistance	-When requested, NJDOT will give priority consideration to providing assistance consistent with program requirements and subject to the availability of Funding and staff resources, OSG	1-5 years	ONGOING The City has utilized the Asbury Park Transportation Improvement Study when applicable in its planning initiatives. The Study has been incorporated into both the Main Street and Springwood Avenue Redevelopment Plans. Of note are the planned capital improvements to the Transportation Center and planned streetscape improvements.
Transportation	C4	-Implement the recommendations in the Walkability Audit	-Capital Improvement Plan, City Council and Planning Board Monmouth County PB and Engineering Assistance Apply for appropriate funding programs or seek NJDOT technical assistance	-When requested, NJDOT will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources, OSG	1-5 years	ONGOING The following recommendations found in the Walkability Audit are found in either the Springwood Avenue or Main Street Redevelopment Plan or both: <ul style="list-style-type: none">• 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

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						<p>giving an overall subtle impression of institutional or unsafe areas versus a more neighborly community image.</p> <ul style="list-style-type: none"> • The allowance of uses geared specifically for teenagers. • A provision for the installation of wayfaring signage programs. • The provision of appropriate mixed-use development.
Transportation	C5	-Complete a build out analysis or assessment of the ability of the roadway network to accommodate projected development.	-City Planning Board and City Council Apply for appropriate funding programs or seek OSG or NJDOT technical assistance	-When requested, OSG and NJDOT will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources	2-5 years	<p>ONGOING</p> <p>The Director of Planning and Redevelopment has had an initial discussion with the Office of Smart Growth to see how state agencies can help fulfill this goal.</p> <p>However, as part of the City's CAFRA permit for its waterfront redevelopment efforts, a traffic impact study was completed. This analysis resulted in a number of recommendations for roadway improvements in the City which are to be implemented as part of the waterfront redevelopment project.</p>

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Transportation	C6	-Examine traffic calming measures along Main Street (S.R. 71)	-City Council (Main Street Redevelopment Plan) Apply for appropriate funding programs or seek NJDOT assistance	-When requested, OSG and NJDOT will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources	[3 to 4 years] <u>Draft work products by Dec-07, final plan and accompanying items adopted by Apr-08</u>	COMPLETE The Main Street Redevelopment Plan contains regulations including a recommended street design for Main Street using the “Road Diet” concept of reducing the number of travel lanes without increasing traffic congestion. A major planning goal of the Main Street Redevelopment Plan is pedestrian mobility and safety and traffic calming measures will help fulfill this goal. In addition, the City has also worked with the NJ Department of Transportation on a “Senior Safety Audit” to determine necessary roadway improvements to Main Street.
Transportation	C7	-Improve pedestrian mobility between Ocean Grove and Asbury Park	-City Engineer, City Council Apply for appropriate funding programs or seek NJDOT technical assistance	-When requested, NJDOT will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources	3 to 4 years	COMPLETE As part of the City’s waterfront redevelopment efforts, gateways to pedestrian bridges are being improved. In addition, new landscaping, sidewalks, lighting, and benches are being installed along Lake Avenue, the main pedestrian path from the footbridges to Ocean Grove. The City, through the waterfront redeveloper has also reopened the Casino building

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
						“arcade” which connects the boardwalks of Asbury Park and Ocean Grove.
Transportation	C8	-Explore, where applicable, the appropriateness of developing Access Management Plans for pertinent sections of state highways as provided for in the State Highway Access Management Code	-City Council and Planning Board to consider drafting of plan Apply for appropriate funding programs or seek NJDOT assistance	-When requested, NJDOT will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources	3 to 4 years	COMPLETE The Main Street Redevelopment Plan addresses the State Highway Access Management Code and includes development regulations consistent with the Access Code. The provisions of the Main Street Redevelopment Plan are consistent with the proposed NJDOT Access Code provisions for Asbury Park’s portion of Route 71 (aka Main Street).
Transportation	C9	-Inventory existing roadway system and classify roadways (include in Circulation Element of Master Plan)	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Transportation	C10	-Inventory public transportation facilities and services and increase accessibility	-Monmouth County (Transportation Improvement Study) City Council and administration to work with County and NJ Transit to enhance existing transit facilities as identified in the study	-Existing NJTPA funded study When requested, NJ Transit will give priority consideration to providing technical assistance consistent with program requirements and subject to the availability of staff resources	Ongoing	ONGOING The Asbury Park Transportation Improvement Study was completed in September of 2005. The study includes an inventory of public transit service available in the City and recommendations for enhancements to the system. The City has been meeting with NJ Transit to discuss both service enhancements and certain capital improvements to rail platforms.
Transportation	C11	-Capitalize on opportunities for jitney/shuttle bus service in the City	-UEZ Board and City Council to assess opportunities and apply for appropriate funding opportunities	-When requested, NJ Transit will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources	Ongoing	ONGOING The Chamber of Commerce in cooperation with the UEZ run a shuttle bus service during special events. In addition, discussions have been held with the Monmouth County Planning Board and Neptune Township about sharing the operations of a jitney/shuttle bus. Such a route could lead into Ocean Grove, the City of Asbury Park's CBD, Waterfront, and along Springwood Avenue into West Lake Avenue in Neptune Township, and then out to State Route 66, where additional employment opportunities exist.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Transportation	C12	-Incorporate the street hierarchy system found in the RSIS into the Circulation Element of the Master Plan	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.
Infrastructure	D1	-Develop and adopt Stormwater Pollution Prevention Plan and Stormwater Management Plan	-City Engineer, Council and Planning Board	-DEP and Monmouth County technical assistance	February 2, 2006	COMPLETE
Infrastructure	D2	- Enhance gateways into the City visually and provide wayfinding signage	-UEZ Board, Planning Board and City Council Apply for appropriate funding programs or seek NJDOT technical assistance	-When requested, NJDOT will give priority consideration to providing assistance consistent with program requirements and subject to the availability of funding and staff resources	2 to 3 years	ONGOING The City UEZ has been working diligently on a wayfinding signage package. Funds have been identified for the program and applications made to the NJ Urban Enterprise Zone Authority for Enterprise Zone Assistance for the following: • \$38,900 for design of the wayfinding signage system • \$50,000 for the manufacture and installation of the signs
Infrastructure	D3	-Develop a five year capital improvement plan with a 6 year planning horizon per the Municipal Land Use Law 40:55D-29	-City Planning Board	-Technical assistance	2 to 3 years	ONGOING A CIP must still be prepared. The Department of Planning and Redevelopment requests technical assistance with this process so that a CIP can be prepared for 2010.

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Infrastructure	D4	-Confirm the condition and capacity of the City's stormwater drainage system through creation of a Utilities Element of the Master Plan	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.
Infrastructure	D5	-Confirm the condition and capacity of existing sanitary sewer lines through creation of a Utilities Element of the Master Plan	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.
Infrastructure	D6	-Enhance streetscape in the Historic Central Business District	-City Planning Board to finalize design, City Council to adopt	-Identification of grant sources	Ongoing	ONGOING The City has finalized the streetscape design for the central business district and has incorporated the design by ordinance into the Springwood Avenue Redevelopment Plan. The City's UEZ is funding new trash receptacles for the central business district in the design chosen by the City in the CBD streetscape plan. The City is identifying potential funding sources and considering bonding for the project.
[Economic Development]	[E1]	[-Review prior economic development plans and combine into a Strategic Plan for implementation]	[-Prepare a Municipal Strategic Revitalization Plan]	[-Smart Futures Planning Grant Assistance]	[1 to 1.5 years]	NA

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Economic Development	E1	-Assess the City's businesses and industries and identify market segments which enjoy competitive advantages in Asbury through an Economic Plan Element in the Master Plan	-City Planning Board		Ongoing	COMPLETE Master Plan adopted in May of 2006.
Economic Development	E2	-Continue to actively utilize and promote the UEZ façade grant program while updating the design regulations	-UEZ Board	-Main Street NJ technical assistance	Ongoing	ONGOING The UEZ maintains its façade grant program. In addition, the UEZ Board is revising its design regulations.
Economic Development	E3	-Promote public art in public spaces	-City Council could place provision in redeveloper agreements Council to require in redevelopment plans		Ongoing	ONGOING The City has incorporated provisions for public art in both the Springwood Avenue and Main Street Redevelopment Plans. In addition, the City is currently working on a "murals" ordinance.
Economic Development	E4	-Consider the creation of special improvement districts	-Promote public and business participation	-Technical Assistance	Ongoing	ONGOING The City UEZ and Chamber of Commerce have sponsored a forum on special improvement districts to begin to raise awareness regarding the benefits and workings of such programs. In addition, the Waterfront Redevelopment Plan calls for the creation of a special improvement district to implement certain physical improvements and a maintenance program for the boardwalk and

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
						prime renewal areas.
Economic Development	E5	-Continue to strengthen job-creation strategies and job training	-UEZ Board to continue with efforts to create a employment center, hire a human resource coordinator		Ongoing	<p>ONGOING</p> <p>The City of Asbury Park hired a new human resource professional who has launched the City's Workforce Development Initiative and serves as program director for the City's Employment Resource Center, also known as Asbury Works. Asbury Park's Employment Resource Center offers free skills training to residents, provides a database through which employers will be able to list job openings and select applicants. The Center is funded through a combination of money provided by the waterfront developers, grants, and the UEZ.</p>
Intergovernmental Coordination	F1	-Designation of Asbury Park as a CAFRA Urban Center		-DEP to provide the requisite notice in the NJ Register	90 Days	COMPLETE
Intergovernmental Coordination	F2	-Continue communication with and build stronger relationships with the City Housing Authority	-City Council and City Administration to work with Housing Authority on new housing and housing rehabilitation activities		Ongoing	<p>ONGOING</p> <p>The Housing Authority is a member of the Mayor and Council's Affordable Housing Subcommittee. In addition, the City's Director of Community Development is a member of the Housing Authority</p>

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						board. The Affordable Housing Subcommittee is working with the Housing Authority on a potential redevelopment project on Washington Avenue which would involve construction of new housing along this residential street.
Intergovernmental Coordination	F3	-Coordinate with surrounding municipalities, County, State and regional planning efforts, RE: transportation, park system, regional planning	-City Council and Planning Board, Redevelopment Director, to coordinate with Monmouth County, neighboring municipalities Attend County meetings addressing regional and local planning issues	-County PB, OSG, COAH	Ongoing	<p>ONGOING</p> <p>The City is working with Monmouth County on the Coastal Monmouth Plan, a regional collaborative designed to create a vision and planning strategy for the Coastal Monmouth Region to cooperatively address development issues on a regional scale.</p> <p>The City has excellent relationships with the Monmouth County Planning Board and various state agencies including NJDOT, NJEIT, NJDEP and the Office of Smart Growth. The City works with neighboring communities as part of the Wesley Lake Commission and Deal Lake Commission.</p>

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Intergovernmental Coordination	F4	-By May 18, 2007 and biennially thereafter and within 6 months after adoption of any new or significantly reexamination report, land use ordinance or other planning document submitted as part of the petition for plan endorsement, the City of Asbury Park shall submit a report to OSG and the public concerning the statutes of the City's Planning and Implementation Agreement efforts pursuant to NJAC 5:85-7.12(c).	-City Council and City Administration		Ongoing	<p>ONGOING</p> <p>A Biennial Report was completed for the 2005 to 2007 reporting period. This report represents the 2008-2009 reporting period.</p> <p>The City also provides copies of all ordinances and plans pertaining to this PIA to the Office of Smart Growth.</p>
Historic Preservation	G1	-Encourage the preservation of bluestone and slate sidewalks	Drafting of ordinance protecting existing bluestone sidewalks and consideration of requiring them as part of all new developments where bluestone sidewalks are prevalent (Planning Board, Board of Adjustment, City Engineer, Redevelopment Director) City Council to consider amending ordinance		[1.5 years] <u>Draft ordinance by Dec-07 for consideration by City Council</u>	<p>NEAR COMPLETION</p> <p>Draft ordinance prepared has received comments from various city departments. Once revisions are incorporated, the ordinance will be brought to Council for discussion. It is estimated that the ordinance will be brought to the governing body for discussion in the fall of 2009.</p>

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Historic Preservation	G2	-Update Historic Preservation Element of the Master Plan	-City Planning Board	-SHPO, OSG technical assistance	2 years	COMPLETE Master Plan adopted in May of 2006.
Historic Preservation	G3	-Encourage/promote preservation of historic properties	-City Historical Society	-SHPO, Monmouth County	[1-3 years] <u>Ongoing</u>	ONGOING The Asbury Park Historical Society plays an integral role in educating the public about the City's historic resources.
Historic Preservation	G4	-Continue to develop and refine design standards for historic districts	-City Council and Planning Board	-SHPO, OSG technical assistance	Ongoing	ONGOING City Planning and Redevelopment Department Staff have drafted a historic preservation ordinance to form a legal basis for the preservation of historic properties.
Historic Preservation	G5	-Ensure that all housing rehabilitation programs follow existing community design regulations	-RCA program, City Planning Board, Board of Adjustment		Ongoing	ONGOING Existing community design regulations are enforced through the City Zoning Officer who reviews permit applications for projects funded by Regional Contribution Agreement funds.
Historic Preservation	G6	-Redefine historic districts and identify additional properties eligible for historic designation in the refined Historic Preservation Element of the Master Plan	-City Planning Board		Ongoing	ONGOING Master Plan adopted in May of 2006. The Master Plan recommends the formation of a Historic Preservation Commission, the hiring of a preservation consultant and then a reevaluation of the extent of historic sites and districts.

Topic	Item No.	Activity	Local Effort	State Assistance	Time Frame	Status
Historic Preservation	G7	-Consider the creation of a historic preservation ordinance and historic preservation commission	-City Council and Planning Board	-SHPO, OSG technical assistance	[Ongoing] <u>Draft ordinance by Dec-07 for consideration by City Council</u>	NEAR COMPLETION FOR CONSIDERATION A draft ordinance has been prepared. The Department has also discussed historic preservation ordinances with the City Historical Society to educate members and to discuss with them how the public should be educated about the benefits of historic preservation. It is estimated that the ordinance will be brought to the governing body for discussion in the fall of 2009.
Historic Preservation	G8	-Evaluate the benefits of Certified Local Government (CLG) Status	-City Council and Planning Board	-SHPO, OSG technical assistance	Ongoing	ONGOING As part of the discussion of the historic preservation benefits to be discussed during consideration of a historic preservation ordinance, CLG programs will be presented.

APPENDICES

APPENDIX A: Board of Adjustment Annual Reports for 2007 and 2008

APPENDIX B: Amended Springwood Avenue Redevelopment Plan, dated December 19, 2007

APPENDIX C: Main Street Redevelopment Plan, dated September 2008

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APPENDIX A: Board of Adjustment Annual Reports for 2007 and 2008

APPENDIX B: Amended Springwood Avenue Redevelopment Plan, dated December 19, 2007

APPENDIX C: Main Street Redevelopment Plan, dated September 2008