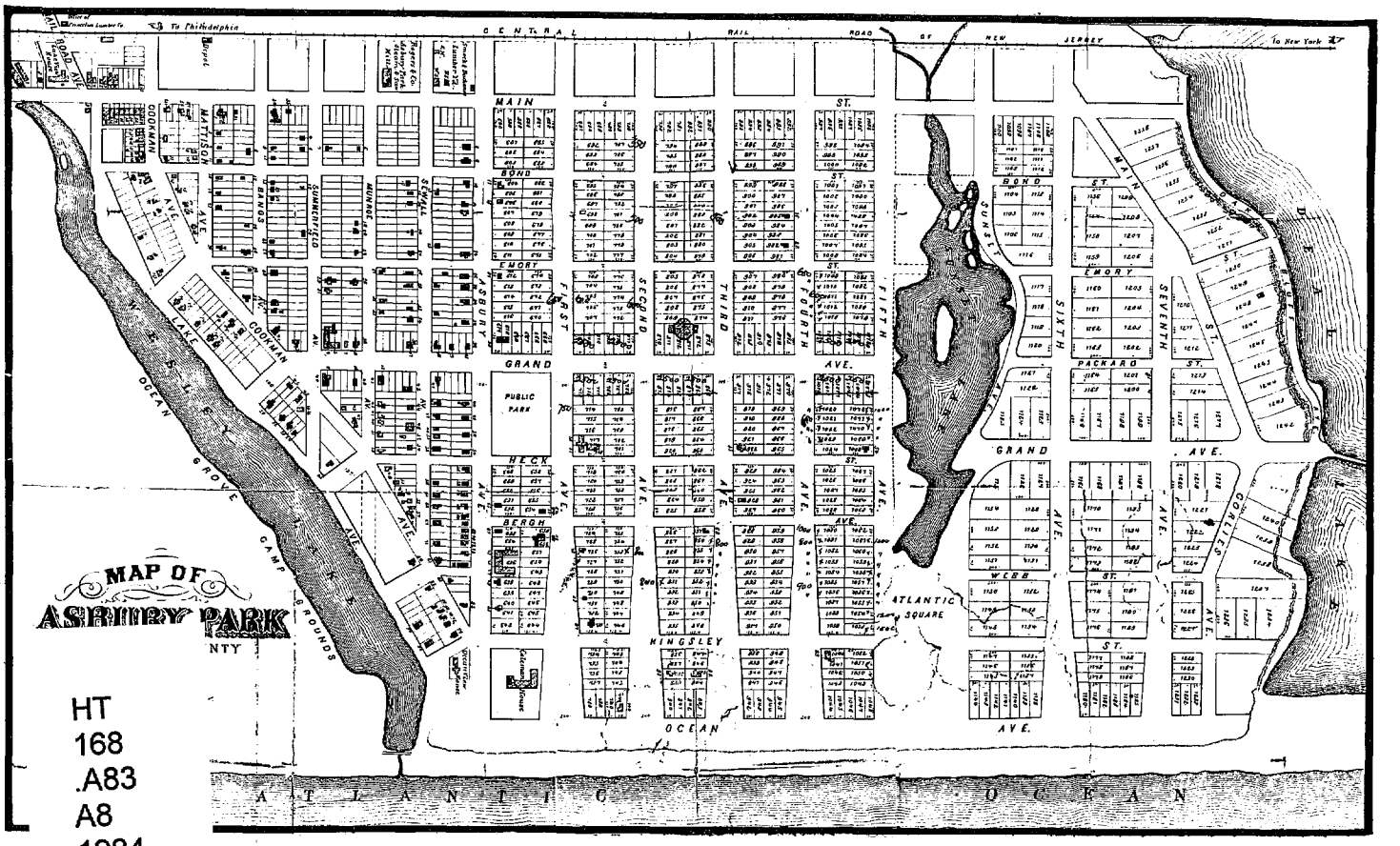
Asbury Park

Waterfront Redevelopment Plan



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December 17, 1984

Ray Kramer, Mayor
City of Asbury Park
Municipal Complex
One Municipal Plaza
Asbury Park, NJ 07712

Dear Mayor Kramer:

I am pleased to transmit herewith the Waterfront Redevelopment Plan for Asbury Park. The responsibility for the preparation of the Redevelopment Plan and our participation in the City's review and adoption process has been both exciting and satisfying.

From my perspective, the process has been unusually smooth for this type of study and the interval from the beginning of the work of the consultant team to the City's adoption of the plan has been considerably shorter than expected.

A large measure of the credit for the success of the City's redevelopment effort to date should be given to the Redevelopment Plan Advisory Board for their diligence and hard work over these many months and to the City for the trust and responsibility given to the Advisory Board in the preparation and review of the Plan.

On behalf of the entire consultant team I would like to express our appreciation for this opportunity to be of service to Asbury Park in the critically important endeavor to revitalize the entire waterfront area of the City. The expanded development opportunities made available as a result of the Waterfront Redevelopment Plan are of considerable scope and truly exciting.

We hope that implementation of the Plan will be vigorously pursued by all parties. We look forward to our own continuing involvement in the implementation process.

Very truly yours,

Norman D. Day AICP

NDD:MAW

Asbury Park

Waterfront Redevelopment Plan

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COASTAL SERVICES CENTER
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CHARLESTON, SC 29405-2413

Prepared for:

The Mayor and Council of Asbury Park
Acting as Redevelopment Agency

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with the support of

Wilentz, Goldman & Spitzer – Woodbridge, NJ
for Specialized Legal Assistance

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Adopted November 7, 1984

The Asbury Park Waterfront Redevelopment Plan

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Frank C. Fiorentino, Councilman
Lorenzo W. Harris M.D., Councilman
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This report was prepared under contract with the New Jersey Department of Environmental Protection, Division of Coastal Resources, Bureau of Coastal Planning Development with the financial assistance of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Office of Ocean and Coastal Resource Management, under the provisions of Section 306 of the Federal Coastal Zone Management Act, P.L. 92-583, as amended.

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Chapter One: Overview

Asbury Park is one of a series of New Jersey shore communities which developed as resort areas serving the New York and Philadelphia urban populations. The city, on the Atlantic Shore of Monmouth County, is bordered by Loch Arbor Village, Interlaken Borough, Ocean Township, Neptune Township and Ocean Grove. The city covers approximately one and a half square miles. The population has remained stable over the last thirty years at approximately 17,000 persons while the number of housing units has continued to grow. Approximately two-thirds of the housing units are renter occupied.

Although the City has lost regional importance over the last three decades despite its historic role as a commercial center, changes are now underway which are aimed at increasing Asbury Park's attractiveness for new businesses and residents. Trends which have negatively affected the City in the past are now being changed by the team work of local government, business persons and residents who recognize the latent assets and opportunities of the City.

Asbury Park enjoys good accessibility to the rest of the region via commuter rail lines and major highways. The commuter rail which provides fast access to New York City still operates regularly and a new transportation center, attesting to the City's appreciation of the rail service, is under construction at this time. Access is convenient to the City.

The City is within a short distance from the Garden State Parkway and Interstate 195 as well as several major coastal routes. Regional access points to Asbury Park shown in Figure 1 are from Interchanges 100 and 102 on the Garden State Parkway which connects to the City via Asbury Avenue. Routes 18 and 35 along the shore also intersect Asbury Avenue west of the city. The primary through roads to the north and south are Memorial Drive (south) and Main Street.

This waterfront redevelopment plan is one critical part of the City's comprehensive strategy to revitalize the commercial, recreational and residential areas of the City.

Asbury Park

Waterfront Redevelopment Plan

REGIONAL SETTING

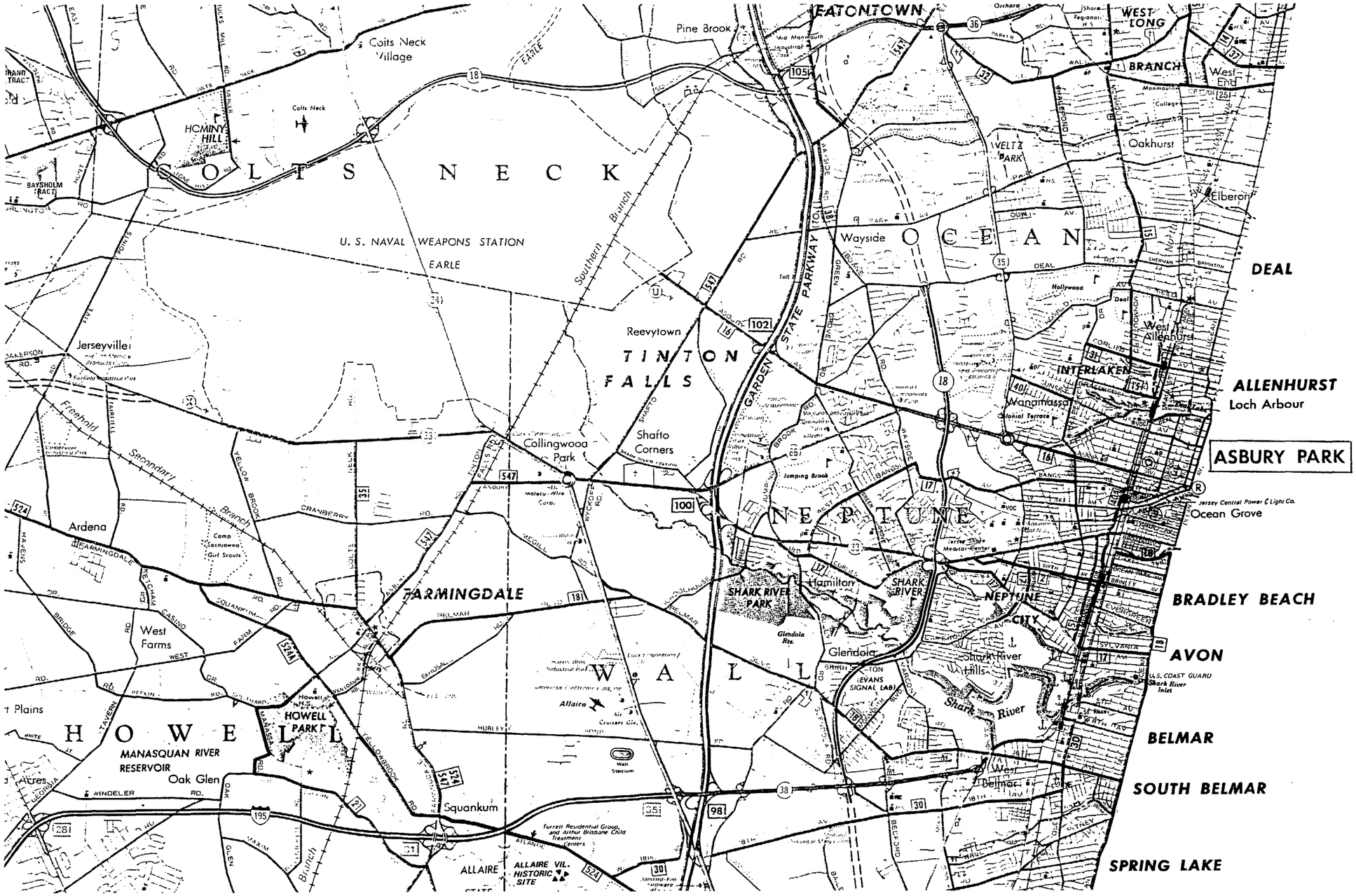

Figure 1

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The Waterfront Development Plan focuses on the section of the city which includes the entire beachfront area extending four blocks deep to the west to Grand Avenue. The area of the Redevelopment Plan is shown in Figure 2.

The Redevelopment Plan area is composed of a renewal area and two areas in need of rehabilitation as shown in Figure 3. The renewal area was identified as containing a high incidence of blighting factors. Within the renewal area, properties may be acquired for clearance or rehabilitation by the city using its power of eminent domain if necessary in order to execute this redevelopment plan. The areas in need of rehabilitation lie to the east and west of the renewal area. The western area is predominantly residential and contains numerous buildings which are in need of extensive repairs and renovations. In this rehabilitation area, the city expects to pursue a strict code enforcement program and will target the area for various public improvements. The eastern rehabilitation area consists entirely of public properties along the Boardwalk only a few of which are to be rehabilitated. The bulk of the public buildings in this second area are slated for clearance. This plan will provide the broad general guidelines for a comprehensive renewal program for the City's strategic waterfront area which is intended to arrest and reverse the decline which has occurred in the past two to three decades.

The following is a brief review of Asbury Park's founding, early growth and recent decline.

Founded by James Bradley in 1873, Asbury Park was to be a shore resort community with a religious orientation. The basic organization of the original plan is that which exists today: hotels and rooming houses from Grand Avenue to the Ocean, residential uses from Grand to Main, and a variety of commercial and residential uses between Summerfield Avenue and Wesley Lake.

Asbury Park became commercially important after the railroad was introduced in 1875. The first railroad station opposite Mattison Avenue served both Ocean Grove and Asbury Park. During the late 19th century and early 20th century, the City grew rapidly. Over the years the commercial area of Asbury Park became the shopping center for a large region and the general prosperity of

Asbury Park

Waterfront Redevelopment Plan

REDEVELOPMENT PLAN AREA WITHIN ASBURY PARK

Waterfront Redevelopment Plan Area Boundary

North

Scale 0' 300' 600'

Figure 2

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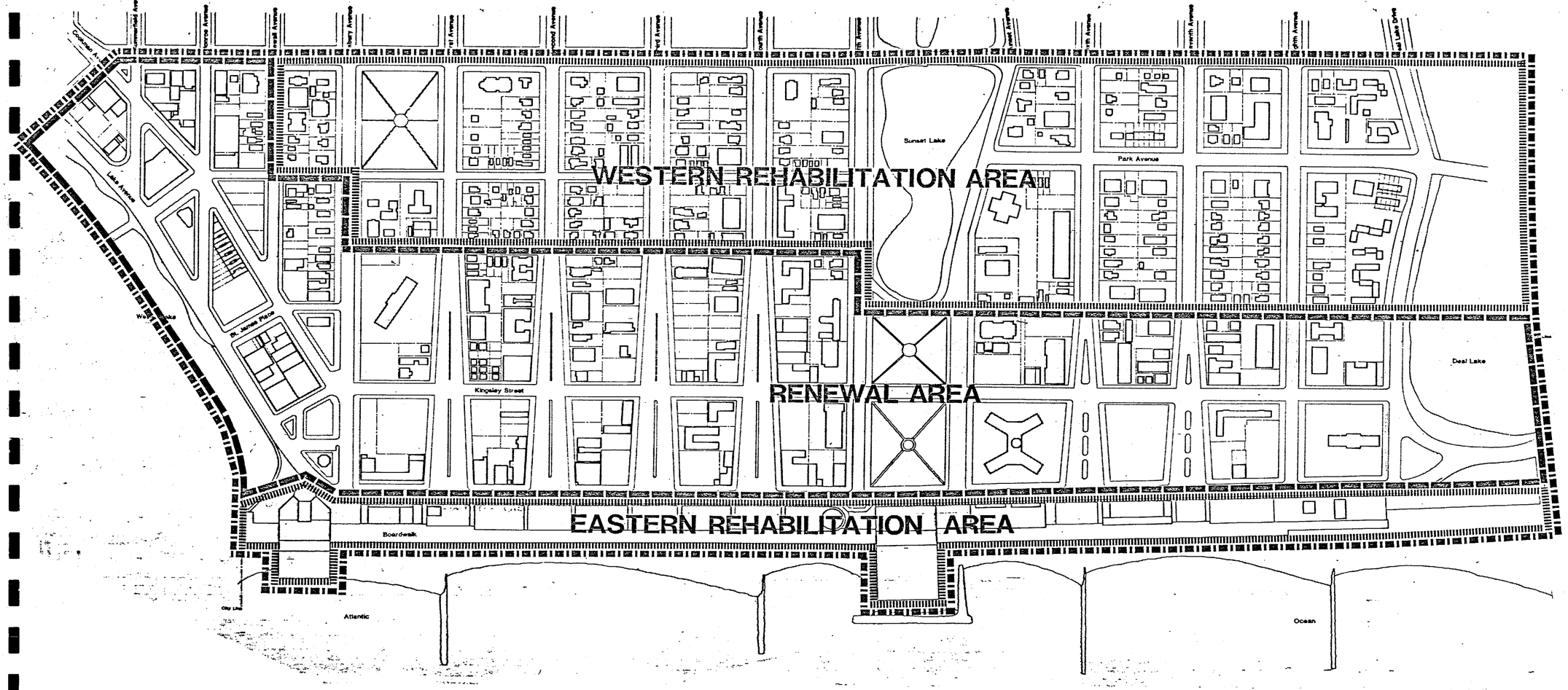
Waterfront Redevelopment Plan



REDEVELOPMENT PLAN AREA BOUNDARIES

- Redevelopment Area
- Renewal Area
- Rehabilitation Area

North

Scale 0' 100' 200'

Figure 3

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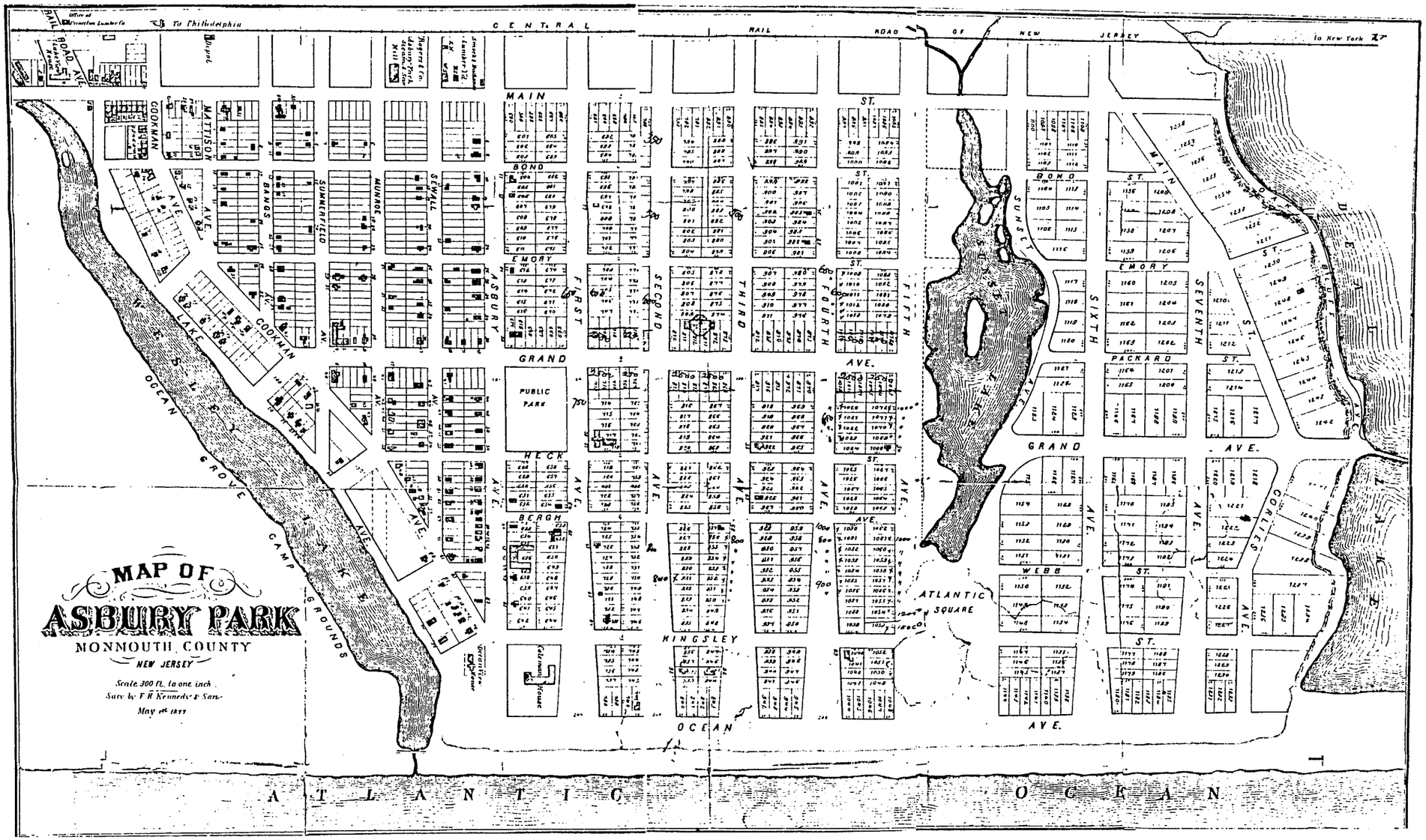
Asbury Park

Waterfront Redevelopment Plan

1877 PLAN
OF ASBURY PARK



North

Figure 4

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the City continued into the mid 1950's. However, the City began to decline as a result of suburban expansion in the region following World War II and more importantly, as a result of the development of suburban shopping malls which adversely affected the commercial viability of the downtown.

The construction of the Garden State Parkway in the 1950's made travel to communities south of Asbury Park faster and easier. Seasonal visitors were thereafter lost by Asbury Park to the shore communities further south, contributing to the overall decline of Asbury Park's importance as a resort community. The hotels, motels and tourist homes were forced to keep prices low in order to compete, reducing the industry's ability to reinvest or expand.

The early 1970's brought a degree of social unrest resulting in civil disturbances which helped create a negative reputation for Asbury Park. Resort business dropped sharply after 1970 and has never completely recovered. Many permanent residents left the city as a result and the large inventory of multi-family housing, in excess of 70% of the dwellings, began to be occupied by low-income families as renters. Older large single-family houses were extensively subdivided to create smaller rental properties and many buildings were converted to become shelters for deinstitutionalized individuals.

Recent growth in publicly assisted housing has been in part the result of the City's effort to respond to the needs of the community. The 1976 Community Development Plan and the 1978 Master Plan Update focused on housing solutions which sought to increase the number of low-income rental units. The perception today is still that Asbury Park exhibits a need for low income housing. The real housing problem, however, is not one of quantity. The City is home for a dramatically disproportionate share of low income and disadvantaged residents.

As a result of the decline in importance as a commercial center and resort area and the shift toward rental housing for lower income families, the physical and economic conditions in the City

have also declined. The large number of long standing vacant properties in the redevelopment plan area and elsewhere in the city along with a chronic lack of reinvestment are symptoms of the severe problems facing the City.

Conditions within the Waterfront Redevelopment Plan study area reflects the overall decline of the City in some very dramatic ways including the growing inventory of vacant land, lack of property maintenance and a concentration of marginal business enterprises. The only substantial investment in the waterfront area over the last decade has been in non-profit or publicly assisted projects. Private investment in building improvements and maintenance has been minimal.

The amount of cleared and vacant land along the waterfront has more than doubled over the last ten years. Ongoing demolition of older buildings and the current pattern of ownership indicates that the economic viability of the area has eroded to the point where many of the properties along the waterfront are apparently being held for speculation rather than for income.

Many of the vacant properties which exist today are used for surface parking lots associated with beach activities or commercial development. The present zoning code does not require off street parking spaces for business or beach use, so the provision of parking in these strategic areas may logically be considered to be a temporary or marginal use. These parking lots are seldom used to capacity and many, if not most, are free indicating the low business potential of these parking areas. In contrast, surface parking associated with residential buildings and lodgings are recognized as legitimate ancillary land uses which are required by code.

There is a high proportion of absentee landlords which is consistent with the large number of rental properties in the City, and the numerous conversions of single-family houses to multi-family buildings. There is also a concentration of large older apartment buildings which do not appear to meet modern standards for light, air and mechanical systems or modern design standards for land use intensity with regard to open space, recreation or parking ratios.

Asbury Park

Waterfront Redevelopment Plan

THE ASBURY PARK WATERFRONT TODAY

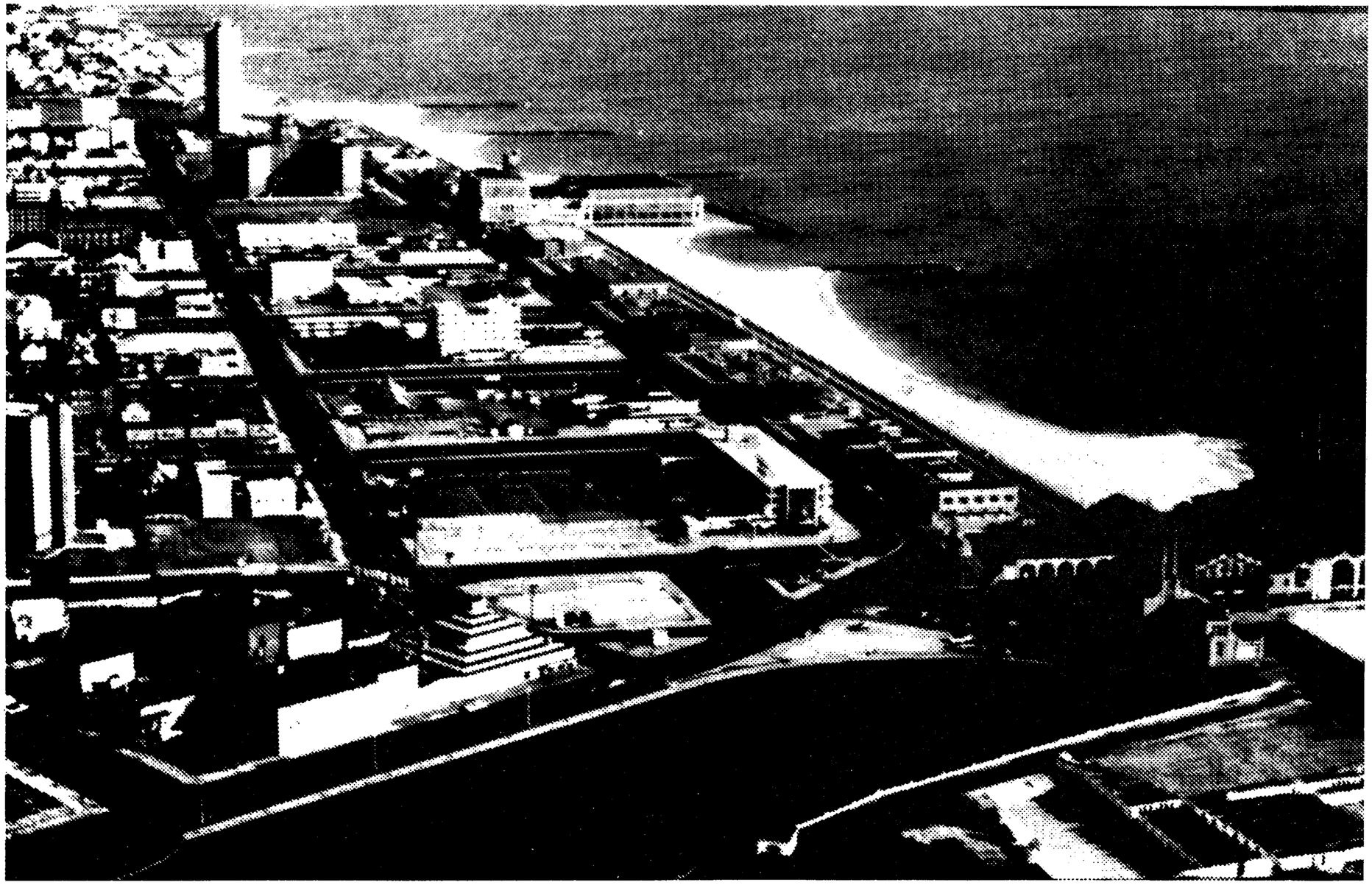

Figure 5

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The 1978 Master Plan identified many of the above problems in the waterfront area and recommended a concentrated code enforcement program to improve the condition of residential areas. The underutilization of land in the oceanfront area was specifically cited in that plan which recommended that the City assemble these strategic blocks for the purposes of redevelopment. However, the only block of land which has actually been redeveloped according to the 1978 Master Plan is the block bounded by Asbury, the Kingsley, First and Bergh Street. This block was used for a tax exempt publically assisted high rise housing project.

The Berkeley Carteret Hotel was identified in the 1978 Master Plan as a target for demolition due to its deteriorated condition. Contrary to its recommendation, this structure is under renovation at this time. However, without the successful pursuit of an Urban Development Action Grant, it is unlikely that even this project would have proceeded.

The problems identified in 1978 have not been substantially altered in the past 6 years. The existing housing stock falls far short of meeting modern standards, business is still severely depressed compared to former times, and more land becomes vacant with each passing year. The steady increase of tax exempt properties coupled with the steady demolition of buildings in the area results in a gradual lowering of the tax base of the City, placing an ever increasing tax burden on the remaining tax paying properties of the City.

Chapter Two: Redevelopment Plan Goals

The Waterfront Redevelopment Plan for Asbury Park is responsive to a wide variety of goals for revitalizing this critically important area of the City. The general and specific goals which have guided the preparation of the plan are as follows:

General Goals

- Sharply improve the popular image of Asbury Park as a place to live, shop, work and visit.
- Attract substantial new private development and investment to the City's waterfront area.
- Attract new permanent year-round and seasonal home residents.
- Increase property values along the waterfront and elsewhere in the City.
- Reduce current high tax rates throughout the City by increasing property values and new private development and investment.
- Through increased development and new commercial activity create new permanent and seasonal employment opportunities.

Land Use Goals

- Sharply reduce the inventory of vacant and underutilized land along the waterfront.
- Concentrate entertainment and beach related commercial activities along the southern half of the boardwalk and around the Casino-Carousel.
- Re-establish a concentration of hotels and related commercial activity near Convention Hall.
- Attract high density residential development at selected locations all along the waterfront, especially between Cookman Avenue and Lake Avenue along Wesley Lake between First and Fourth and Sixth and Eighth along the oceanfront, and on the Marine Grill site.

- Locate high intensity residential, commercial and entertainment developments near primary vehicular circulation routes.

- Expand public parks, open space and recreational facilities where possible to enhance residential, commercial and hotel development opportunities.

- Maintain and improve, where possible, public access to and enjoyment of the City's waterfront.

- Conserve and strengthen the residential neighborhoods west of the oceanfront area.

Density of Population/Intensity of Development

- Encourage a wide variety of housing types and densities to appeal to a broad housing market and to achieve overall density goals of 35 to 50 dwelling units per acre for new developments in the residential portions of the redevelopment area.

- Keep high rise residential development away from the boardwalk and beachfront. Concentrate high rise residential structures along the reconstructed Kingsley Street right-of-way.

- Develop high intensity commercial development along the reconstructed Kingsley Street right-of-way, but most especially south of Convention Hall.

- Create gradual transitions in the intensity of new development to respect and preserve the scale and integrity of older residential neighborhoods.

- Avoid premature low intensity early development of primary sites that could support higher intensity development at a later time in the redevelopment process.

Vehicular Circulation and Parking Improvements

- Vacate unnecessary streets and reduce dimensions of streets with excess rights-of-way in the waterfront area.

- Modify selected remaining streets to more efficiently serve existing and new development.

- Minimize the impact of existing streets as barriers to pedestrian access to the waterfront.

- Improve the visual appearance and functional efficiency of Cookman Avenue and Asbury Avenue as they approach the waterfront area of the City.

- Minimize through-traffic in new and existing residential areas along the waterfront and west of Kingsley Street.

- Maintain adequate public parking for public access to the beach and beach related activities.

- Provide adequate public parking convenient to commercial, entertainment and convention activities.

- Provide adequate off-street public parking along the oceanfront rather than rely on present on- street parking.

- Require new residential and commercial developments along the waterfront to internalize their required parking in private off-street facilities.

Public Transit Service

- Provide appropriate year-round and seasonal public transit service between the waterfront area and the City's Transportation Center and central business district as well as to and from the nearby residential neighborhoods of the City.

- Achieve a high level of utilization of public transit service, especially during the peak summer months to reduce traffic volumes and parking demand along the waterfront.

Public Utilities Services

- Resolve the problem of adequate sewage treatment for the City, preferably resulting in the elimination of the present beachfront treatment facility.

- Minimize disruption of existing underground utilities, especially where streets will be closed or modified, by reserving adequate utility easements and emergency accessways.

Parks, Recreation and Community Facility Improvements

- Maintain the aggregate acreage of public parks and open space in the waterfront area.

- Improve existing parkland intended to remain in terms of landscape treatments and public amenities.

- Reduce the City's direct involvement in property management for beach-related commercial activity and encourage long-term leases of public land for private developments for entertainment and commercial activities instead.

Beach and Boardwalk Area Improvements

- Preserve and enhance the quantity and quality of beach by an effective program of beach replenishment and groin maintenance.

- Provide for public access to the beach area by improving public parking near the beach and boardwalk.

- Improve fishing areas through the construction of appropriate piers and platforms and related recreational facilities.

- Adequately maintain the City's boardwalk to insure its long life and continuing attractiveness for visitors.

- Maintain an appropriate commercial atmosphere along the boardwalk south of Convention Hall emphasizing food and beach related "sundries" sales while de-emphasizing amusements.

- Create a quiet residential orientation for the boardwalk north of Convention Hall including better quality restaurants and limited service-commercial uses.

- Rehabilitate Convention Hall to attract a larger number of convention visitors over a greater number of exhibition days.

- Rehabilitate the Casino and the adjacent abandoned power plant - if economically and structurally feasible to do so - as anchors of a new entertainment center extending from the beach to St. James Place along the south side of Cookman and Asbury Avenues.

Chapter Three: The Waterfront Redevelopment Plan

The Plan Concept in General

The Waterfront Redevelopment Plan for Asbury Park, illustrated in Figure 6, is structured to build on the existing strengths of the waterfront area, to significantly increase the intensity of development along the oceanfront and Wesley and Deal Lakes and to maximize public benefit from redevelopment of the area.

The redevelopment plan consists of three areas: (1) the area designated as a renewal area between Ocean Avenue on the east and Webb, Bergh and Grand on the west, within which the City may exercise its powers to acquire property, clear existing structures and encourage new development, redevelopment and rehabilitation in accordance with this plan; (2) the public land along the entire length of the boardwalk which has been designated as being in need of rehabilitation; and (3) a second area designated as being in need of rehabilitation where code enforcement, private infill and rehabilitation of existing buildings will be encouraged including all of the blocks fronting on the east side of Grand Avenue from Sewall to Deal Lake, and the tiers of blocks between Heck and Bergh and Park and Webb from Asbury Avenue to Deal Lake.

The redevelopment plan is intended to conserve and enhance existing residential areas, while creating the conditions necessary to attract new high density market-rate housing along the City's waterfront, and increase the volume of visitors to Convention Hall and to the beach and boardwalk areas.

An important emphasis of the redevelopment plan concept is to significantly increase year-round housing within the waterfront area.

An equally important emphasis is to increase convention activity through the comprehensive rehabilitation of Convention Hall and the development of complementary hotel and other support facilities.

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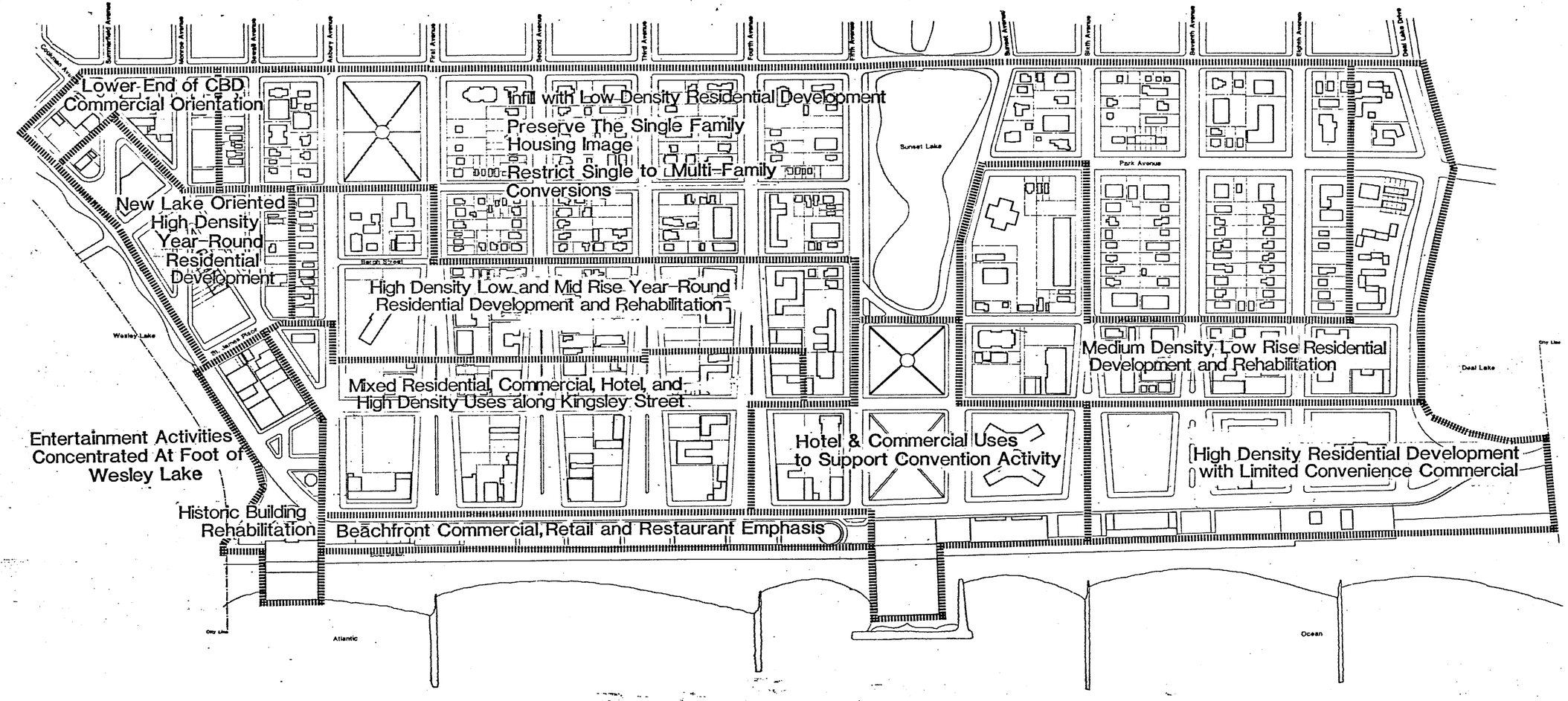
Waterfront Redevelopment Plan

REDEVELOPMENT PLAN
GENERAL CONCEPT



North

Scale 0' 100' 200'

Figure 6

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The current amusement orientation of the beach and boardwalk is to be changed in favor of a mixture of retail, restaurant and residential uses which would complement a rehabilitated Convention Hall as well as new residential development. Many of the present amusement and entertainment functions along the boardwalk will be relocated into a new more concentrated entertainment area south of Asbury Avenue.

Land Use Plan

The organization of land uses proposed follows the general outline of the 1978 Master Plan for Asbury Park by concentrating commercial and hotel uses near Convention Hall, locating other commercial uses along the Boardwalk and Kingsley Avenue and concentrating entertainment activities at the south end of the Boardwalk. The construction of high intensity residential developments along Kingsley with ground level commercial uses and residential rehabilitation in the existing neighborhoods to the west is also responsive to the Master Plan.

The Waterfront Redevelopment Plan area has been subdivided, for convenience, into ten smaller sub areas, as shown in Figure 12, related to proposed future functional districts as follows:

A - The Lower Cookman Area
B - The Casino Entertainment Area
C - The Southern Beachfront Area
D - The Convention Hall Area
E - The Northern Beachfront Sub Area
F - The Marine Grill Site
G - The Southern Infill Area
H - The Northern Infill Area
I - The Southern Residential Support Area
J - The Northern Residential Support Area

Detailed proposals for street closings land acquisition and clearance, recommended treatments and required public improvement actions for each of these sub-areas are presented in Chapter Four of this report.

In the redevelopment plan, high density residential development is proposed in four sub-areas: Lower Cookman, Southern Beachfront, Northern Beachfront and on the Marine Grill Site. The highest residential density - in a range from 75

to 100 dwelling units per acre - is planned along Kingsley Street. Somewhat lower densities ranging from 35 to 50 dwelling units per acre are planned along Cookman Avenue while even lower densities are planned for infill development in existing residential areas to preserve the present character of those areas. Only where present residential densities are relatively high is infill development planned to be of similarly high density.

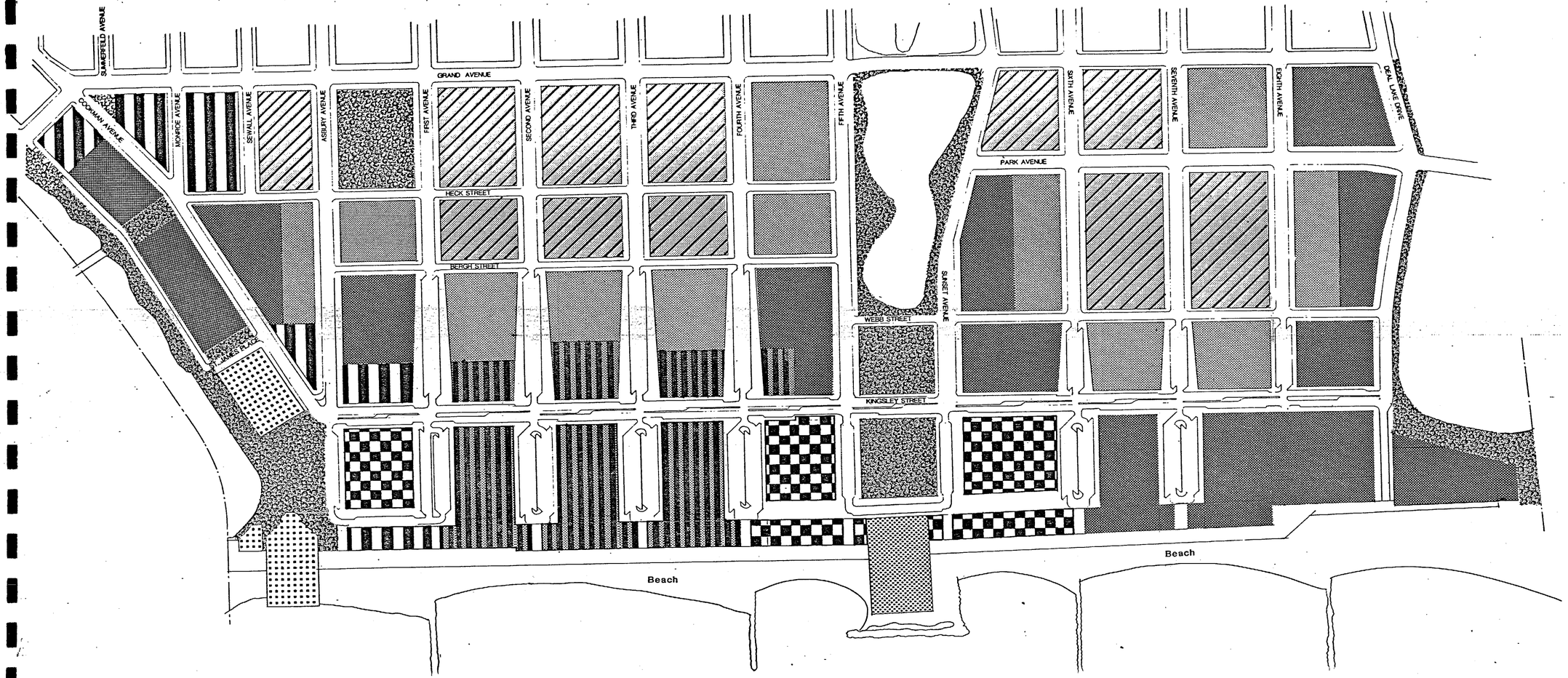
DEP has made the City aware that DEP Staff is presently considering proposing a regulation which would prohibit residential development within a velocity zone (V zone). Velocity zone is defined as an area subject to high velocity waters including but not limited to hurricane wave wash. The area is designated on the Flood Insurance Rate Map as Zone V1 to V30.

The area in Asbury Park between Ocean Avenue and the Boardwalk is shown as a V zone on a map published by FEMA dated September 1983. If this regulation were adopted by DEP, construction of residential development in the velocity zone may not be permitted. A determination regarding this issue will, however, have to be made in the context of a full CAFRA review in connection with the permit application related to a particular development project, considering among other things the possible applicability of the erosion hazard area policy and the fact that Asbury Park is a special urban area as defined in the Coastal Resource and Development Policies.

Hotels and Convention/Hotel related commercial development is to be concentrated in the blocks immediately adjacent to Convention Hall. None of these uses, with the possible exception of high quality restaurants, is planned to be located north of Sixth Street in order to reserve that area for future high density residential development. The Convention Hall itself is planned to be comprehensively rehabilitated to accommodate expanded convention activity.

The proposed plan of land use is illustrated in Figure 7. The generalized categories of land use within the redevelopment area include:

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential/Commercial Development



Asbury Park

Waterfront Redevelopment Plan

PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Scale 0' 100' 200'

Figure 7

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- Commercial Development
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

These land use categories do not necessarily reflect any specific districts in the City's present zoning ordinance. The land uses and densities designated for various areas within the redevelopment plan area will supersede the permitted land uses and densities specified in the present zoning ordinance where the present ordinance is inconsistent with the redevelopment plan. It is assumed that it will also be necessary to revise the City's zoning ordinance at a later date to specify in more detail regulations affecting building height, bulk, setback and floor area ratios and other building requirements.

High rise residential development will be kept away from the boardwalk and beachfront. High rise residential structures will be concentrated along the reconstructed Kingsley Street right-of-way.

Permitted activities and densities within each land use category are proposed to be as follows:

High Density Residential development is proposed to be in a density range from 75 to 100 dwelling units per acre and within a floor area ratio range of 2.0 to 2.5.

All dwelling units in this district and other residential districts will consist of the following components at a minimum: bath, kitchen and living area which may include a provision for use as sleeping quarters. Dwelling units may be rental, condominium or owned in fee simple. The primary use of the parcel must be residential use. Accessory non-residential uses may be allowed if they serve only the immediate needs of residents of a specific development or support and complement the needs of the residential population within the adjacent parcels.

Medium Density Residential will consist of residential uses as described above including accessory non-residential uses which serve the immediate needs of the development or adjacent residential parcels. Medium density residential development is to be in a density range from 35 to 50 dwelling units per acre and within a floor area ratio range of 0.75 to 1.25.

Low Density Residential consists of residential uses as described above in a density range from 10 to 15 dwelling units per acre and at a floor area ratio of less than 0.5. No additional non-residential uses would be permitted in these areas.

Mixed Use Residential/Commercial will consist of compatible commercial development incorporated into a primarily residential development area. The permitted commercial uses would be required to be integrated into the architectural design of the residential components of the development and, with the exception of restaurants, will be limited to the ground floor and one floor above. Mixed use residential/commercial development is to be in the density range of 50 to 75 dwelling units per acre and within a floor area ratio range of 1.25 to 2.0. Up to 20% the total floor space in this type of development may be commercial floor space.

Commercial Development would include all types of retail sales, personal services, offices, restaurants and restaurant/bars which have more than 75% of the public areas devoted to food service. Development will be in a floor area ratio range of 1.0 to 2.0.

Hotel/Commercial is proposed as a mixture of hotels and commercial uses. Hotels are planned to be structures with rooms with private baths for rent on a daily basis. Permitted in hotel/commercial districts as part of hotel facilities would be meeting areas and rental office suites for temporary business use. The commercial uses would occupy and provide primary public access along street frontages and could occupy up to 20% of the hotel lot area. Commercial uses may constitute up to 15% of the total floor space of the development. The overall floor area ratio for hotel/commercial development will be in the range of 1.5 to 2.5.

Amusement/Entertainment would include games, rides, electronic games, confectionaries and stand-up food service, restaurants, night clubs, skating rinks, bars with a maximum capacity of 200 persons, theaters and commercial uses and concessions for food and non-alcoholic drinks.

Parkland/Open Space includes paved or landscaped plaza areas and open space dedicated to public use. The plazas will be used primarily for pedestrian circulation but at the discretion of the City officials, may be used temporarily for concessions, assemblies, exhibitions or other activities including temporary parking on grassy areas appropriate to the season or occasion. The open spaces will be used for passive recreation and are to be landscaped as a visual amenity. Open space may also be used for pedestrian and bike pathways.

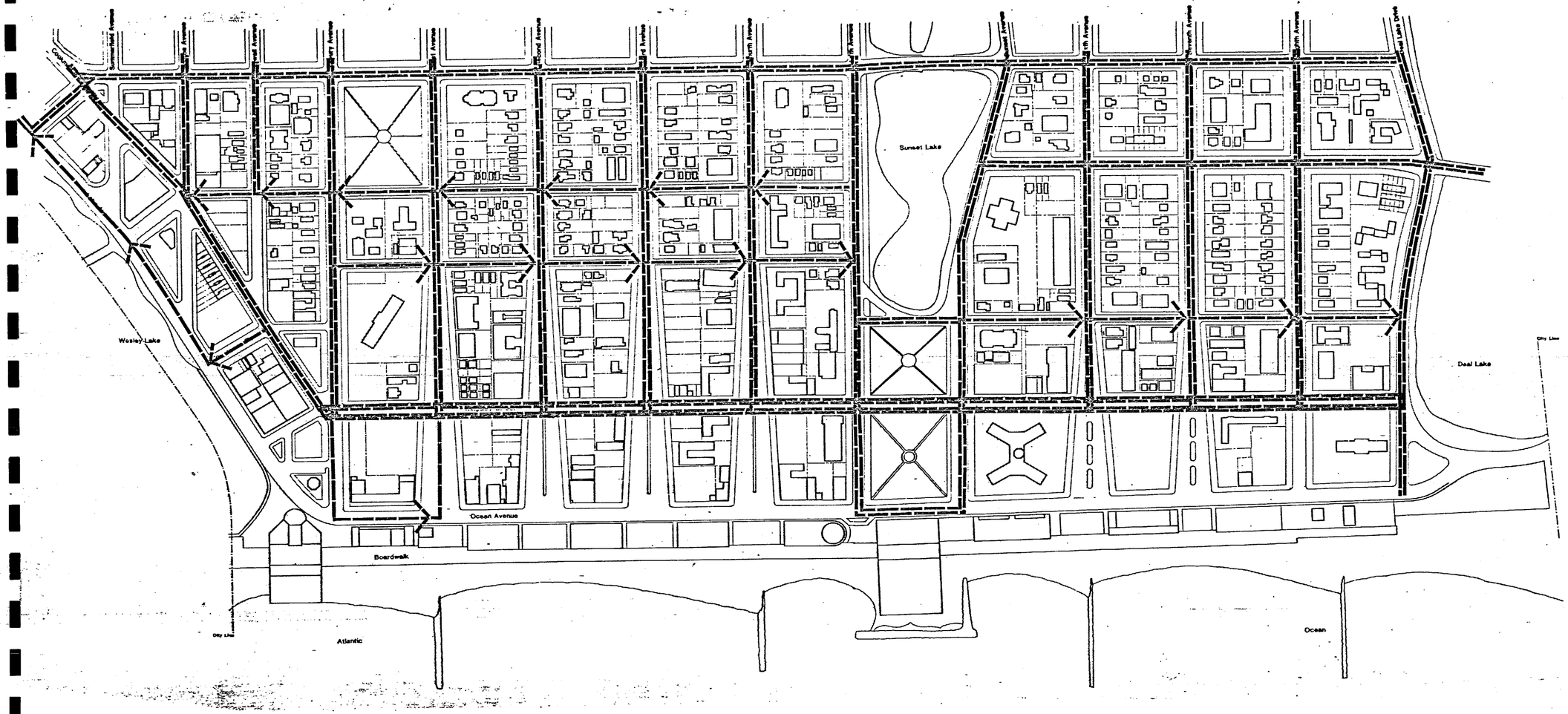
Convention Hall, including exhibition areas and all support facilities, is called out as a unique land use in the redevelopment plan.

Implementation of the Waterfront Redevelopment Plan will require the City to formulate specific density, height and bulk limits, public access and parking requirements, development program objectives and urban design controls for all subareas or parcels offered for sale or lease by the the City. These design and development guidelines will become an integral part of specific agreements to be negotiated between individual redevelopers and the City.

Vehicular Circulation Plan

Numerous changes in the vehicular circulation system are proposed for the Waterfront Redevelopment Plan area as shown in Figure 8. The most significant proposed change is the closing of Ocean Avenue for most of its length from First Avenue to Deal Lake Drive. As a consequence of the closing of Ocean Avenue, Kingsley Street will become the primary route for through movement and access to high density development along the oceanfront. Initially, Kingsley Street will be made a two way street requiring the elimination of some on-street parking.

At a later date, the right-of-way of Kingsley will be widened to 100 feet for its entire length from Asbury Avenue to Deal Lake Drive. At that time, Kingsley Street will be reconstructed so as to create a roadway with two northbound lanes, two southbound lanes, a wide median to accommodate left turn lanes at each intersection and on-street parking on both sides of the street for much of its length. Bergh and Webb Streets will be continued as northbound one-way one moving lane streets. Heck Street will continue to be a one-way one moving lane southbound street.



Asbury Park

Waterfront Redevelopment Plan

PROPOSED VEHICULAR CIRCULATION PLAN

One Lane One Way Street

Two Lane Two Way Street

Four Lane Two Way Street

North

Scale 0' 100' 200'

Figure 8

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Numerous other streets in the redevelopment area are proposed to be closed as shown in Figure 23. These closings are proposed in part to increase the efficiency of the remaining street network and to create new large scale development opportunities. In the vicinity of Wesley Lake the following streets are proposed for closing:

1. Summerfield Avenue between Cookman and Lake.
2. Monroe Avenue between Cookman and Lake.
3. Heck Street between Lake and Cookman.
4. Sewall Avenue between Heck Street and Cookman.
5. Lake Avenue from St. James Place to Ocean Avenue.
6. Kingsley Street between Asbury and Lake.
7. Two short unnamed streets between Asbury and Lake east of Kingsley Street.
8. St. James Place between Asbury Avenue and Cookman Avenue.

In addition to the above list, Summerfield is to be closed and reconstructed between Grand Avenue and Cookman Avenue to allow for expansion of the small existing park at that intersection.

Further, Lake Avenue is planned to be narrowed to a one-way one lane westbound street from St. James to Grand to complement the expanded development parcels to the north and to discourage eastbound through vehicular traffic along Lake Avenue.

Heck Street will be closed to create a short pedestrian mall to connect with the existing footbridge over Wesley Lake.

At the northern end of the redevelopment plan area, Deal Lake Drive and Ocean Avenue north of the Asbury Towers (Presbyterian Homes), will be closed to create a larger development parcel at the Marine Grill Site. Eighth Avenue east of Kingsley will be closed to provide parking for existing and proposed residential development nearby. Traffic destined for Loch Arbor will be diverted to the existing bridge over Deal Lake at Park Avenue.

The local office of the New Jersey Department of Transportation, which is responsible for maintenance of the Deal Lake bridge at Park Avenue (Route 71 bridge) reports that the bridge has no major structural problems and is being maintained on a regular basis. The other Deal Lake bridge at Main Street, which may also experience additional traffic as a result of the closing of Ocean Avenue, has experienced structural problems but is now being rehabilitated, including among other things, the addition of ten new steel girders to the bridge structure.

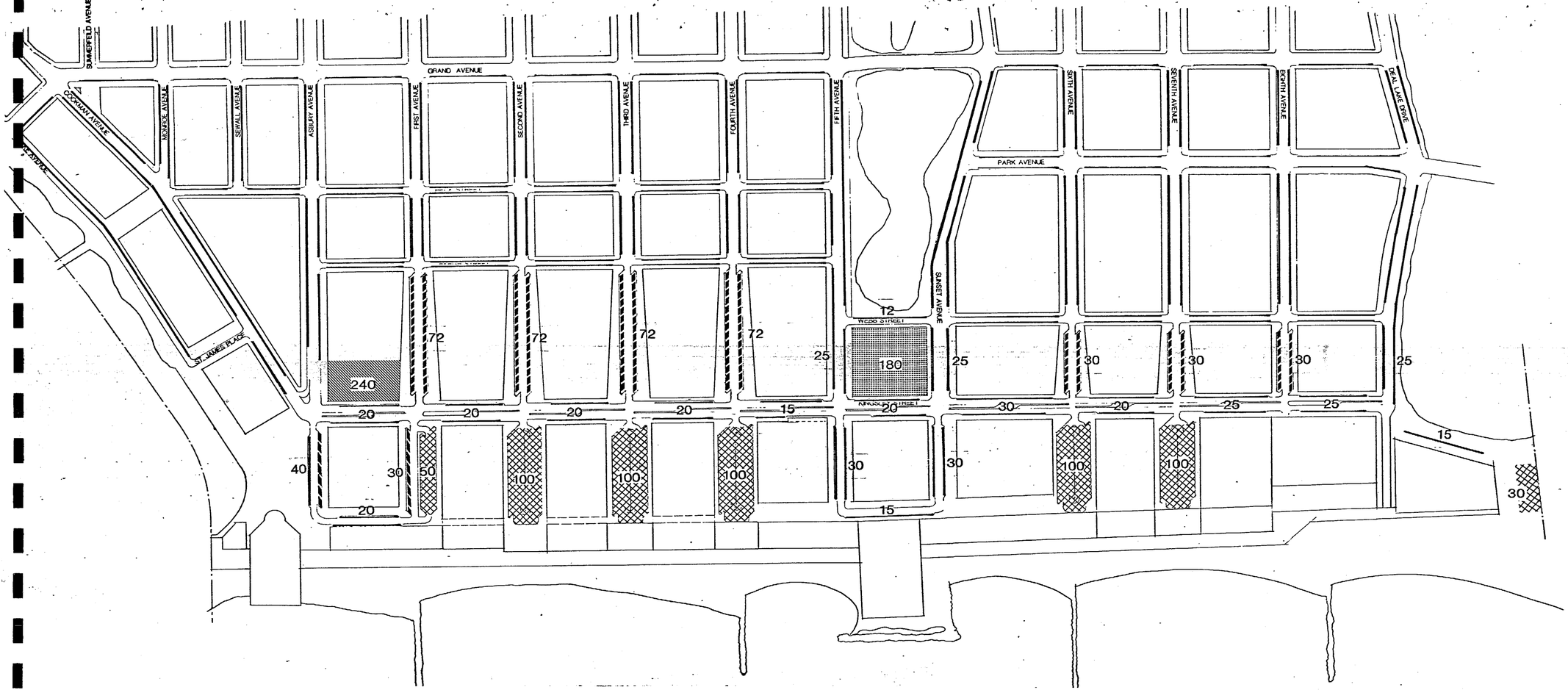
Parking Plan

There are approximately 1880 metered on-street parking spaces located in the redevelopment area south of Bergh and Webb Streets at the present time. On-street metered parking is found throughout the waterfront area but is somewhat more abundant in the southern half of the Ocean-Kingsley corridor. Only on a few rare occasions during the year are all of these on-street parking spaces fully utilized. Typically, these available spaces are only about 20% utilized on weekdays and usually not more than 60% utilized even on busy weekends in the summer season.

The redevelopment plan proposes to reduce the total number of on-street and off-street surface parking spaces south of Bergh and Webb Streets by approximately 330 as illustrated in Figure 9. Total parking demand in the redevelopment area is not expected to approach the approximately 1440 surface spaces that will be provided except on those few occasions when large crowds are attracted to special beachfront events.

At the time Ocean Avenue is closed, 2nd, 3rd, 4th, 6th and 7th Avenues between Kingsley Street and the Boardwalk will be reconstructed as parking lots. Each one block long former street will accommodate approximately 100 cars. One-half of the right-of-way of 1st Street in this same block will be used as a parking lot which will contain 50 spaces.

Alternately, this plan would permit a redeveloper to provide for the same amount of parking and similar public access to the boardwalk and beach in an alternate configuration acceptable to the Redevelopment Authority.



Asbury Park

Waterfront Redevelopment Plan

PROPOSED PARKING PLAN

- Parallel On-Street Parking
- Diagonal On-Street Parking
- Public Parking Lot
- Public Parking Garage
- Parkland Available for Occasional Parking for Convention Hall Activities
- Projected Number of Public Parking Spaces

North

Scale 0' 100' 200'

Figure 9

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The plan also proposes that 1st, 2nd, 3rd and 4th Avenues between Kingsley and Bergh be reconstructed to provide a uniform two lane, two way roadway with diagonal parking on each side containing a total of 72 spaces in each street or a total of 288 in the four streets together. Similar treatment of 6th, 7th, and 8th Avenues between Kingsley and Webb is proposed to provide 90 spaces in these three streets together.

These streets or former streets will provide for 960 parking spaces. In addition, on-street parking will be included along the curb of a reconstructed Kingsley Street and along most other streets in the redevelopment area where such on-street parking is now permitted. These on-street spaces will total approximately 535.

Occasional use of the grassy areas of the block between Kingsley, Webb, Sunset and Fifth for parking for special Convention Hall activities will provide for an additional 180 spaces and bring the total number of surface parking spaces potentially available to the public to 1620.

In addition to all of the surface parking described above, the plan suggests the possible construction of a multi-level parking structure containing 240 spaces on a site at Kingsley and Asbury Avenue at some future date if the overall demand for parking in the area cannot be met by available surface spaces. Thus the number of parking spaces that would be made available to the public would total 1,860 if a garage of this capacity is built in the future. This figure virtually matches the present underutilized inventory of available public parking.

All new development in the area, with the exception of Boardwalk development as noted below, will be subject to off-street parking requirements which will exceed the requirements of the present zoning code. New restaurants, bars, hotels, residential developments and commercial uses within the redevelopment area will be required to provide adequate off-street parking for residents, employees and in some cases, customers as follows:

Residential Units

1 bedroom/efficiency units 1 parking space per dwelling unit
2 bedroom and larger units 2 parking spaces per dwelling unit

Hotels

1 parking space per employee per shift plus .75 parking spaces per room.

Bars/Restaurants

1 parking space per employee per shift plus 1 parking space per 300 gross square feet of floor space

Commercial (retail, service, office and entertainment)

1 space per employee per shift for commercial plus 1 space for each 350 gross square feet of floor space.

Amusements/Entertainment

No off street parking will be required.

Boardwalk Concessions and Commercial Activities

No off street parking required.

Convention Hall

1 off-street parking space for each full-time employee to be located within one block of Convention Hall. Visitor parking requirements would be in addition.

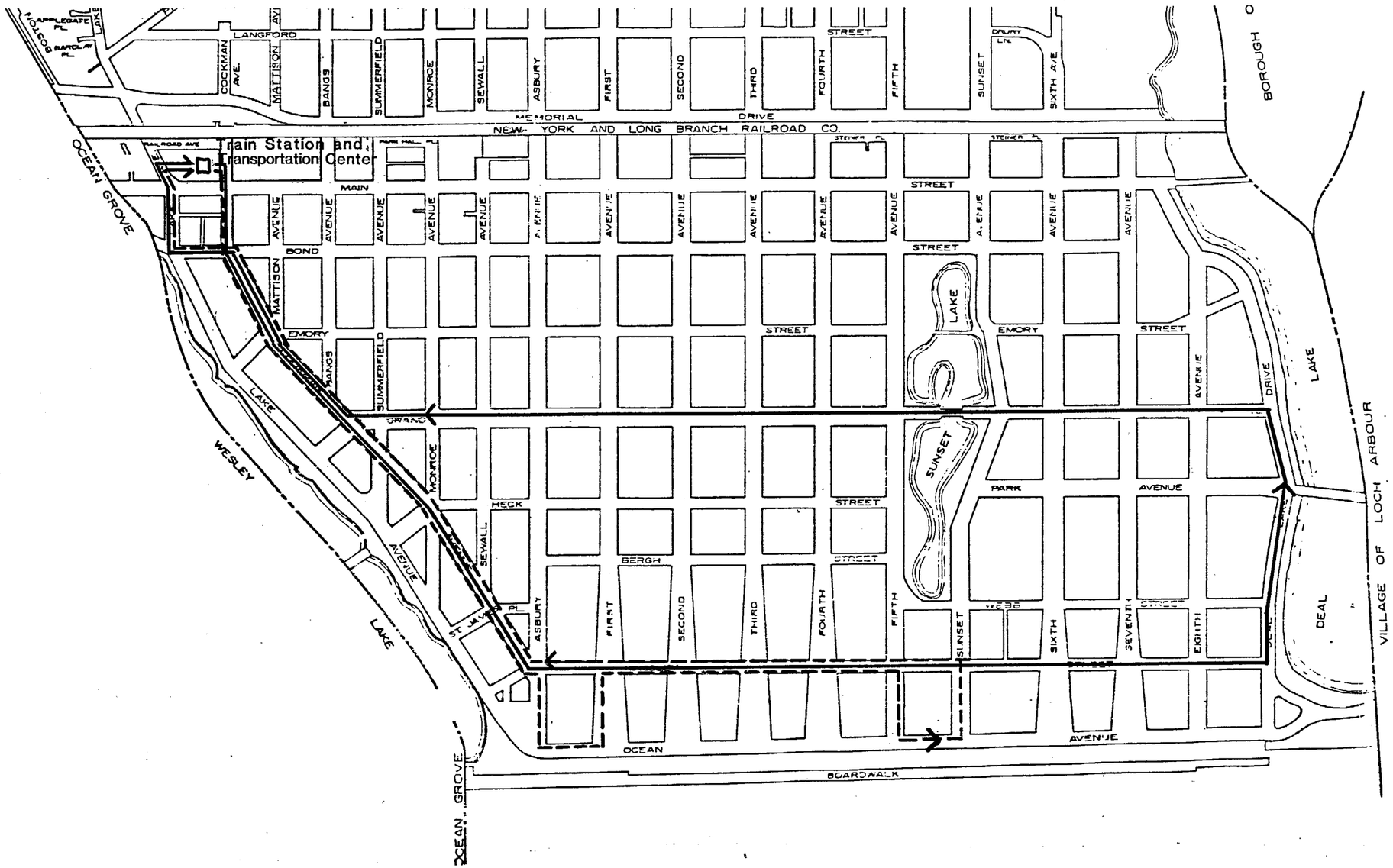
Plan for Transit Service

The new Transportation Center currently under construction on Main Street opposite Cookman Avenue is scheduled to become an intermodal transfer center and transit terminal for Asbury Park. Transit service throughout the City will be closely tied to this new facility. To provide good transit service to the areas most likely to be used by visitors, a loop bus route is proposed between the Transportation Center and the waterfront areas of the City. Provisions will be made for seasonal variation of demand by adding summer shuttle service to the beach and Convention Hall as well. The routes described below and illustrated on Figure 10 are suggestive only.

Asbury Park

Waterfront Redevelopment Plan

SUGGESTED TRANSIT SERVICE ROUTES



North

Figure 10

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The routes recommended for normal year-round transit service would be from the Transportation Center, east on Cookman to Asbury, east on Asbury to Kingsley, north on Kingsley to Deal Lake Drive, west to Grand, south to Cookman, north to Bond, south on Bond to Lake, west on Lake to the Transportation Center.

Summer shuttle service to the beach and Convention Hall would originate at the Transportation Center, proceed east on Cookman to Asbury, east on Asbury to Ocean, north on Ocean to First, west on First to Kingsley, north to Fifth, east to Ocean as the beachfront terminus, where the shuttle would lay over for a few minutes. Return to the Transportation Center would be on a route west on Sunset to Kingsley, south to Cookman, west on Cookman to Bond, south to Lake, and west to the Transportation Center. This shuttle would not necessarily utilize large standard 50 passenger buses if the demand did not warrant this size vehicle. It is more important that service be very frequent and regular.

Parks, Recreational and Community Facilities Plan

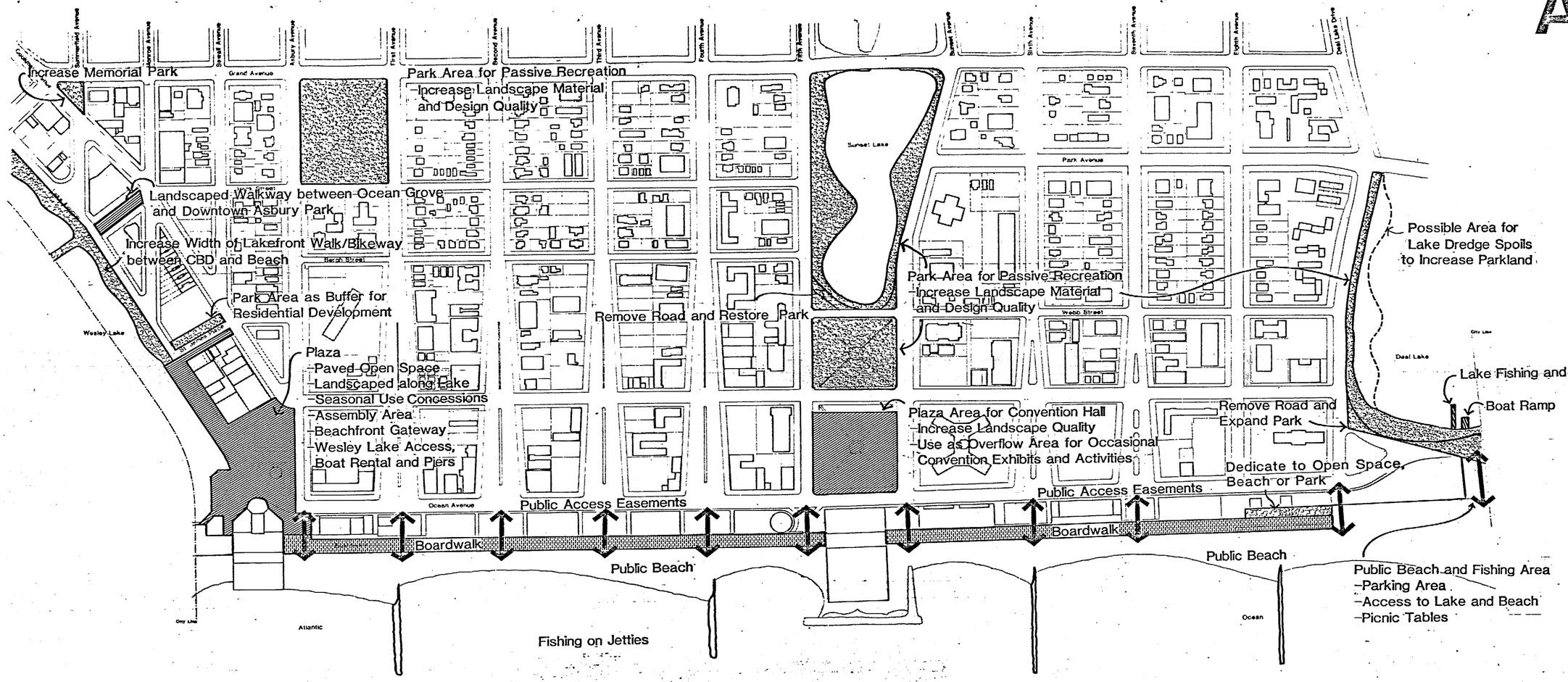
The location of various existing and proposed public parks, recreational and community facilities is shown on Figure 11. The Waterfront Redevelopment Plan increases the inventory of public open space, primarily through the introduction of a plaza in front of the Casino-Carousel between Asbury Avenue and Wesley Lake. The landscape area between Lake Avenue and Wesley Lake is also increased as a result of the reduction of the width of the roadway. This area will become a linear park with pedestrian and bike pathways.

Existing parklands in most cases are preserved and enhanced with landscape improvements wherever appropriate. The park areas adjacent to Sunset Lake and Deal Lake in particular are proposed for additional landscape design attention. The southern edge of Deal Lake is also identified as a possible repository for lake dredging spoils, affording an opportunity to increase the width of the strip of parkland along this edge of the lake.

Asbury Park

Waterfront Redevelopment Plan

PARKS, RECREATION, AND COMMUNITY FACILITIES PLAN



North

Scale 0' 100' 200'

Figure 11

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The park to the east of Sunset Lake between Webb and Kingsley is also proposed for additional landscape materials and other improvements to enhance passive recreation use. Bradley Park to the west of Convention Hall is intended to be reconstructed as a plaza including generous landscape materials, selected paved area and otherimprovements which would allow the plaza to be used occasionally to support outside exhibitions and activities which complement the adjacent land uses. The block directly west of the proposed plaza which is now a park may also be used on rare occasions for overflow parking on grassy areas for up to 180 cars for special events at Convention Hall.

The redevelopment plan proposes land use changes along the Boardwalk which include provision for boardwalk frontage of high density residential development. Although this residential development will be afforded boardwalk frontage, only modest reduction in the total amount of commercial activity along the boardwalk frontage is anticipated.

Public access to the boardwalk, beach and fishing areas is preserved in the redevelopment plan despite the allowance for extensive building frontage along the boardwalk. An unobstructed public access easement will be maintained across the City's boardwalk properties east of the following streets: Asbury, First, Second, Third, Fourth, Fifth, Sunset, Sixth, Seventh and Deal Lake Drive. At the "flume" at the northern boundary of the City pedestrian access easement to the beach will be via a 75 foot wide reservation of public parkland. At First, Second, Third, Fourth, Sixth and Seventh, the public access will be a minimum of 50 feet in width and will serve as an unobstructed view corridor at the foot of each of these streets. The City will continue to impose a beach user fee. This fee will be a reasonable fee which will be uniform for all and the amount of money collected through those fees shall be no greater than the additional costs legitimately attributable to the operation and maintenance of the beachfront.

Convention Hall, the Casino Building and the Power Plant are important historic and architectural resources along the beachfront worthy of rehabilitation. The Waterfront Redevelopment Plan proposes that these buildings all be comprehensively rehabilitated, but in the case of the

latter two, this is seen as dependent on the engineering and economic feasibility of rehabilitation that is yet to be determined. A third building, the Sunset Pavillion located on the Boardwalk opposite the Berkely Carteret Hotel, is also proposed to be rehabilitated on the same basis.

Redevelopment of historic buildings, particularly those on the Register of Historic Places, will be done in a manner which will be consistent with the Federal and State requirements under applicable Federal and State statutes and regulations, including 16 U.S.C. 470 et seq., 36 C.F.R. 60.1 et seq., N.J.S.A. 13:1B-15.128 et seq., and N.J.A.C. 7:4.1-1 et seq.

All the other public buildings on the boardwalk, including the public swimming pool at Seventh Street and the existing sewage treatment plant, are proposed to be replaced by new development which is in keeping with the plan.

Chapter Four: Detailed Sub-Area Plans

Introduction

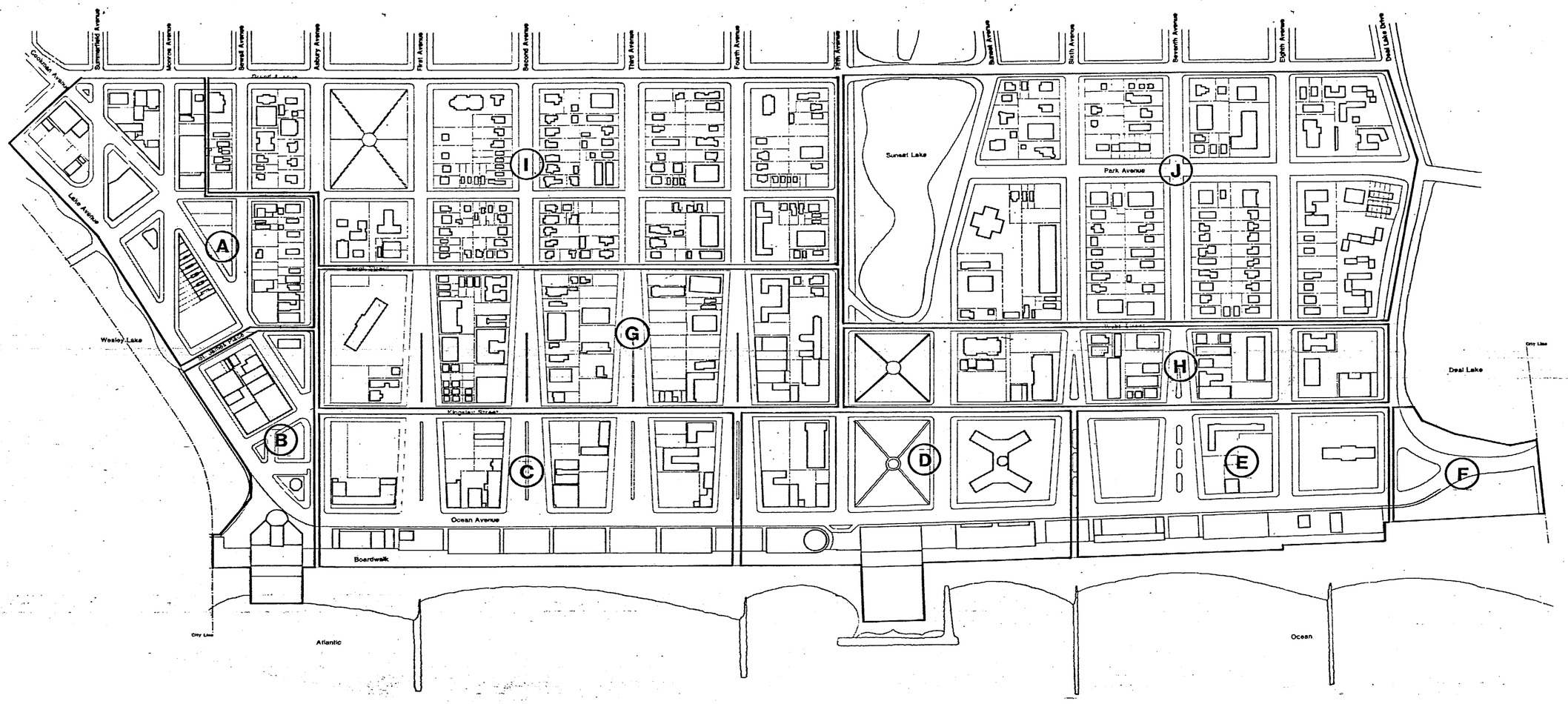
The Waterfront Redevelopment Plan is structured to allow implementation over time by private developers and the City working cooperatively on a parcel by parcel basis. The plan is intended to allow flexibility in the sequence of actions of both the public and private sectors to enable them to respond to the evolving opportunities and future conditions.

In anticipation of the need for flexibility in implementing the plan, ten sub-areas have been identified and each given target development programs which reflect the type and intensity of development desired. The boundaries of the sub-areas are delineated to reflect limits of areas which will be expected to exhibit an interdependence or shared character. The ten sub-areas shown on Figure 12 are described below in terms of development program targets, possible property acquisition and clearance, relocation requirements, street closings, proposed treatment, required public improvements.

Lower Cookman Area

The Lower Cookman area is planned to be changed from an area of mixed low intensity residential and commercial uses to a predominantly residential area with densities in the 35 to 50 dwelling units per acre range. The redevelopment plan for this area is illustrated in Figures 13a and 13b. Limited commercial uses will be permitted within new residential development projects which serve the immediately adjacent residential population. Existing development in the western end of this area which functions as the eastern end of the downtown commercial district will be permitted to remain.

The eastern limit of commercial uses is to be at the Cookman and Monroe Avenue intersection. No new commercial development will be permitted on Cookman Avenue between Summerfield and St. James Place except residential oriented convenience commercial as noted above.



Asbury Park

Waterfront Redevelopment Plan

REDEVELOPMENT PLAN SUBAREAS

- A Lower Cookman
- B Casino Entertainment
- C Southern Beachfront
- D Convention Hall
- E Northern Beachfront
- F Marine Grill Site
- G Southern Infill
- H Northern Infill
- I Southern Residential Support
- J Northern Residential Support

North

Scale 0' 100' 200'

Figure 12

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The development program target for this area is the construction of approximately 370 new multi-family dwellings in the three expanded blocks bounded by Lake, Grand, Cookman, Heck, Asbury and St. James Place.

Public actions proposed for the Lower Cookman area include the following:

- Close Summerfield Avenue between Cookman and Lake Avenue.
- Close Monroe Avenue between Cookman and Lake Avenue.
- Close Sewall Avenue from Heck to Cookman Avenue.
- Close Heck Street from Lake to Cookman and construct a pedestrian wall to connect with the bridge over Wesley Lake.
- Create a small park on the west side of St. James Place between Lake Avenue and Cookman as part of the effort to narrow the roadway of St. James Place to buffer adjacent residential development.
- Narrow the Lake Avenue roadway to 20 feet and change the street to a one-way road westbound between St. James Place and Grand Avenue.
- Expand the linear park along Wesley Lake from Grand to St. James Place and construct a pedestrian walkway and bike path along its entire length.

In order to create large scale development opportunities in this area, the streets noted above will be closed and the individual lots along the closed streets will be consolidated into large development parcels. The following blocks or lots will need to be assembled.

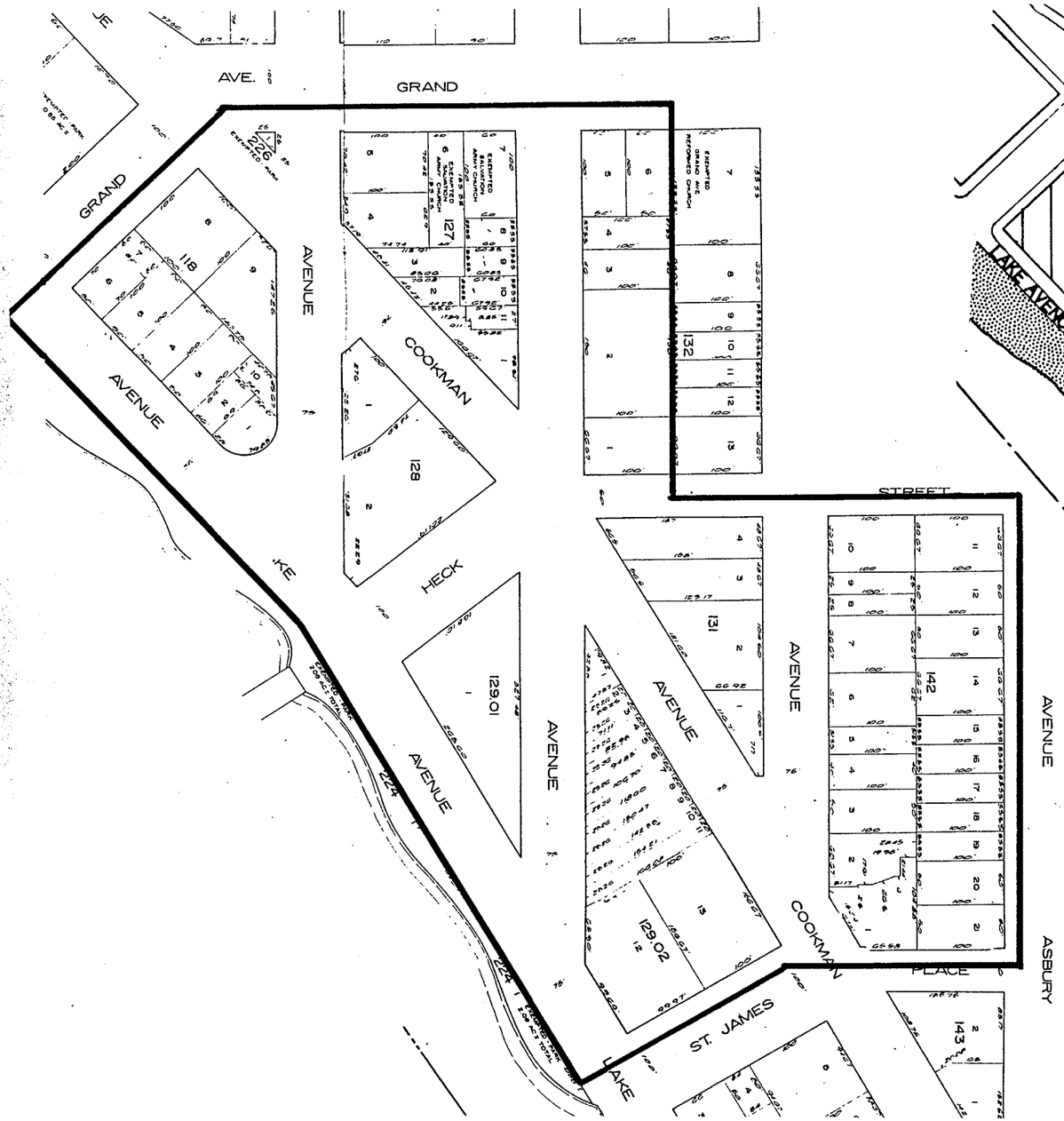
- Block 118, lots 1, 2, 3, 9, and 10
- Blocks 128, 129.01, 129.02, and 131
- Block 142, lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Assembly of these parcels may be accomplished privately or by public action if necessary. Public or private acquisition will be by negotiated purchase to the maximum extent possible. Properties will be

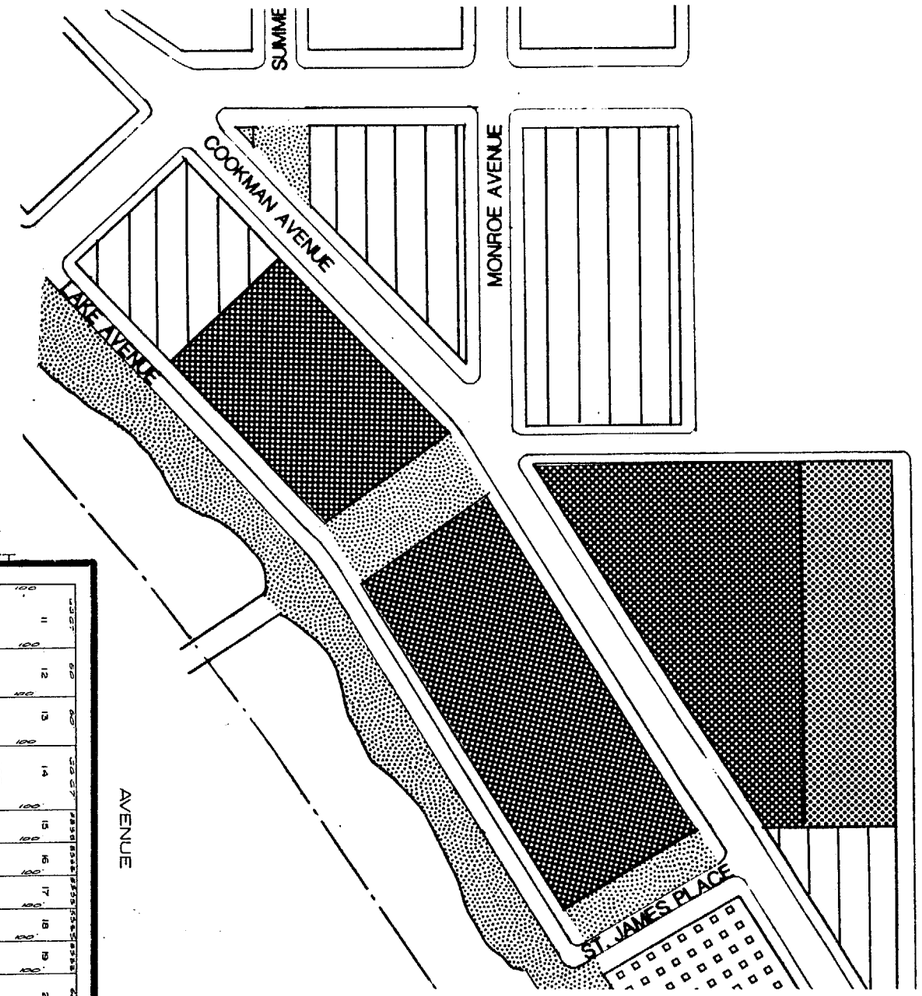
Asbury Park

Waterfront Redevelopment Plan

LOWER COOKMAN:
TAX MAP AND
LAND USE PLAN



TAX MAP



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Figure 13a

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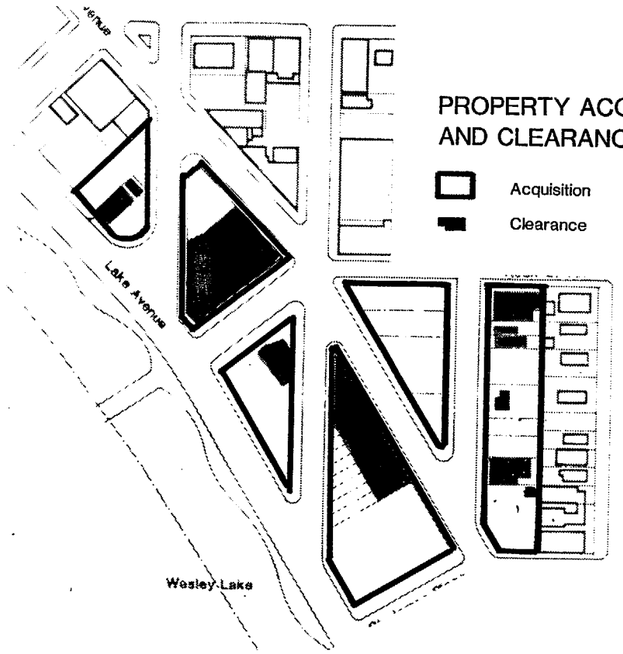
Asbury Park

Waterfront Redevelopment Plan

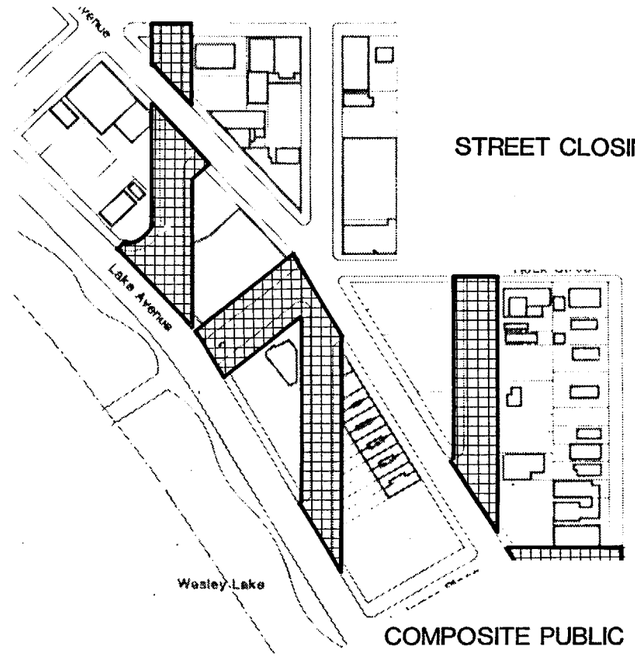
LOWER COOKMAN: PROPERTY ACQUISITION AND CLEARANCE, STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS



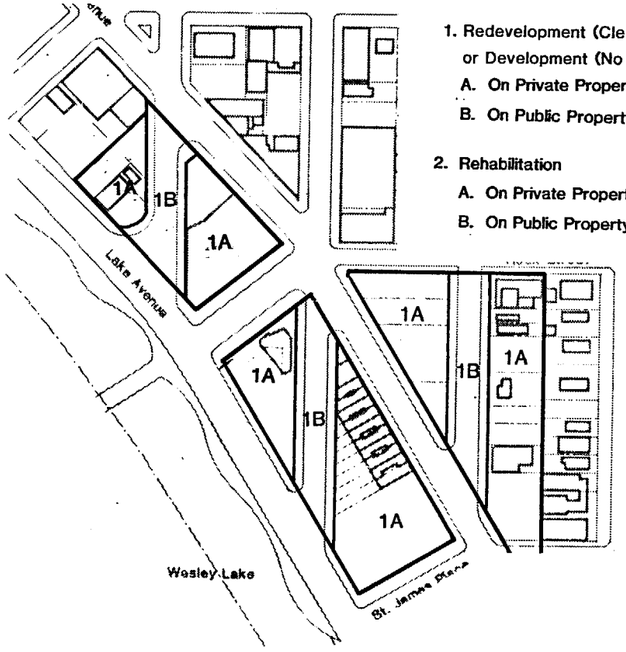
PROPERTY ACQUISITION AND CLEARANCE PLAN

Acquisition

Clearance

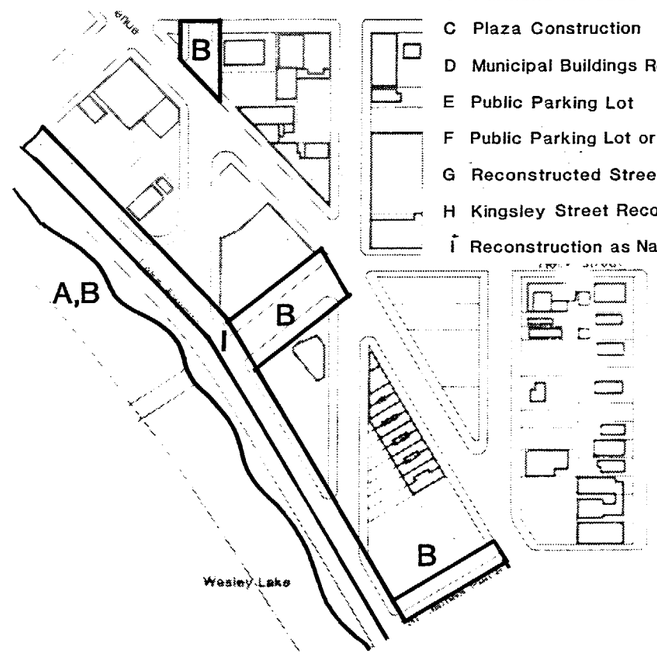


STREET CLOSINGS



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements
B Parkland Increase
C Plaza Construction
D Municipal Buildings Rehabilitated
E Public Parking Lot
F Public Parking Lot or Garage
G Reconstructed Street for Diagonal Parking
H Kingsley Street Reconstructed
I Reconstruction as Narrow One Way Street

North

Figure 13b

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acquired by eminent domain only as a last resort. This will also be true in all sub-areas of the Waterfront Redevelopment Plan area. Clearance would need to be accomplished on the above blocks and lots where there are existing buildings except Block 118, lot 9, which need not be cleared. That lot may be subdivided to leave the building intact.

Relocation of approximately 16 households will result from demolition of buildings in Blocks 118, 142, and 129.02. Demolition of two apartment buildings in Block 142 will result in perhaps 30 additional households being displaced. Five to ten business relocations will result from demolition of buildings in Blocks 129.01 and 129.02. The six businesses in the bus terminal building in Block 128 will require relocation even if the building continues to be maintained after the bus terminal is moved to the City's new Transportation Center on Main Street.

Casino Entertainment Area

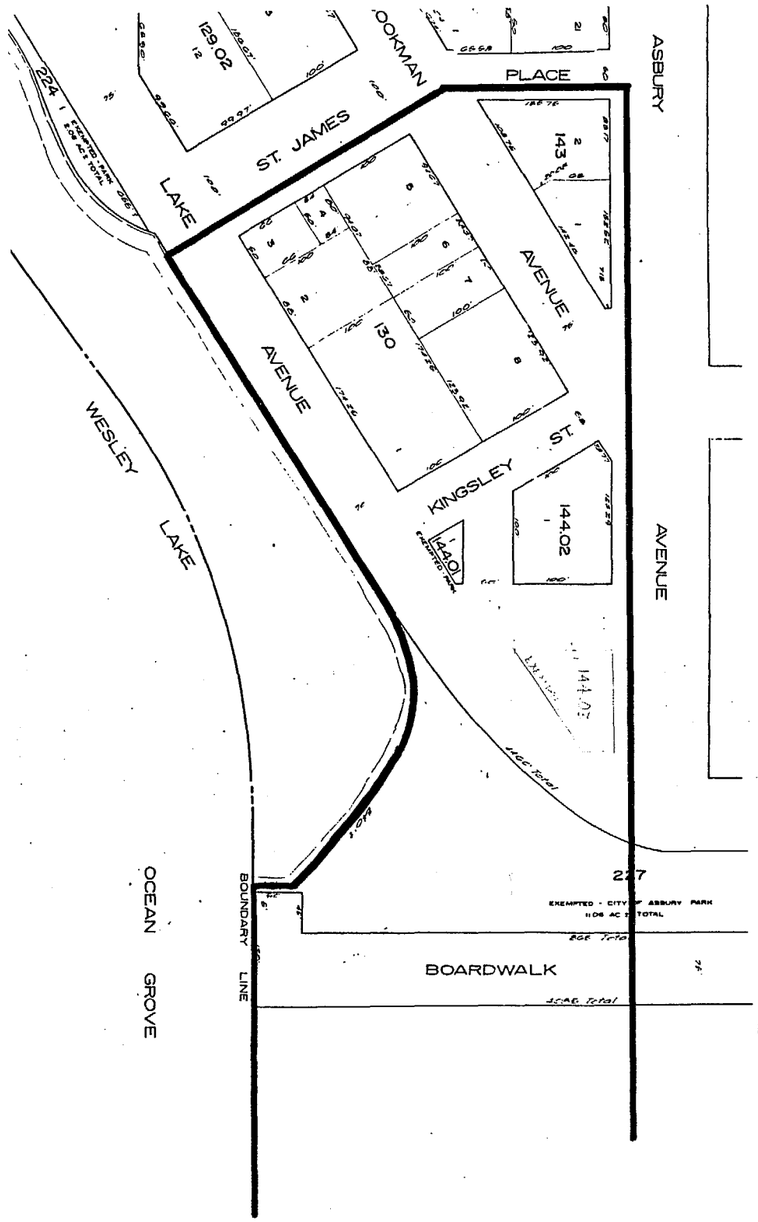
The Casino Entertainment Area includes all the land bounded by St. James Place, Asbury Avenue, the beach and the southern boundary of the City. This area is intended to contain a concentration of amusements, games, rides, night clubs, restaurants and bars. The consolidation of such activities in this area is intended to create a lively entertainment district somewhat remote from the established residential areas. This area has excellent vehicular access via major arterial streets which will allow traffic to enter and leave the area with minimal impact on the secondary street network and nearby residential areas. The redevelopment plan for this area is illustrated in Figures 14a and 14b.

The development program target for this area includes the rehabilitation of the old boardwalk power plant and casino building for commercial reuse. The construction of the open plaza along Asbury Avenue is the only other program element planned for this area. Rehabilitation of buildings for commercial uses and partial redevelopment of other buildings in Block 130 by private parties is proposed. Renovation of the Palace Amusements historic building and rides is encouraged.

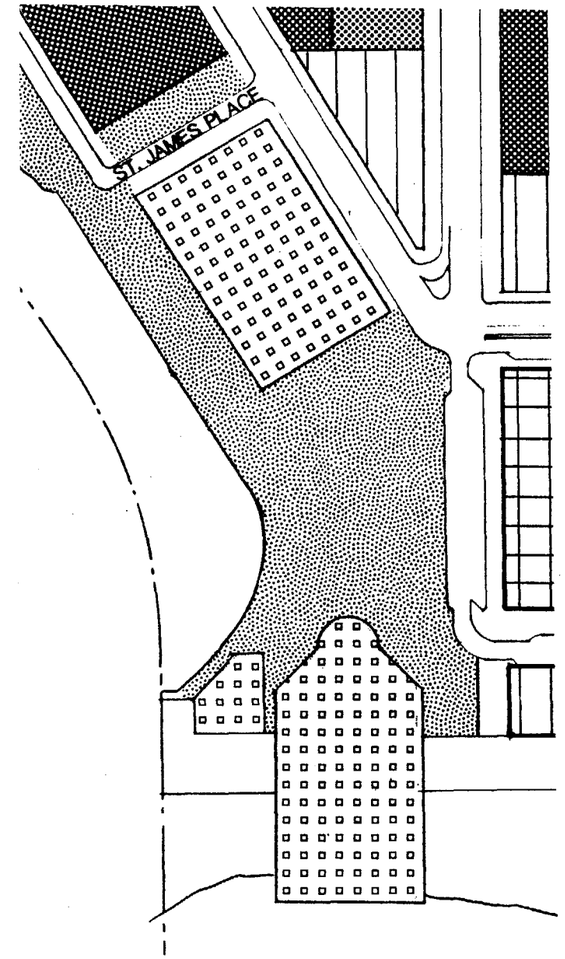
Asbury Park

Waterfront Redevelopment Plan

CASINO
ENTERTAINMENT AREA:
TAX MAP AND
LAND USE PLAN



TAX MAP



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Figure 14a

Prepared By

Norman Day Associates
Formerly Koppie Sheward & Day

Planning & Urban Design
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Philadelphia, PA 19103

In Association with

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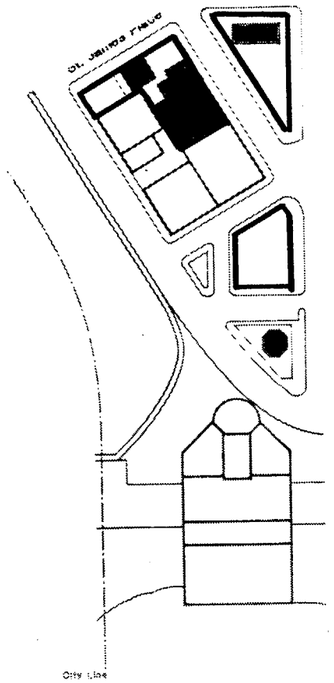
Asbury Park

Waterfront Redevelopment Plan

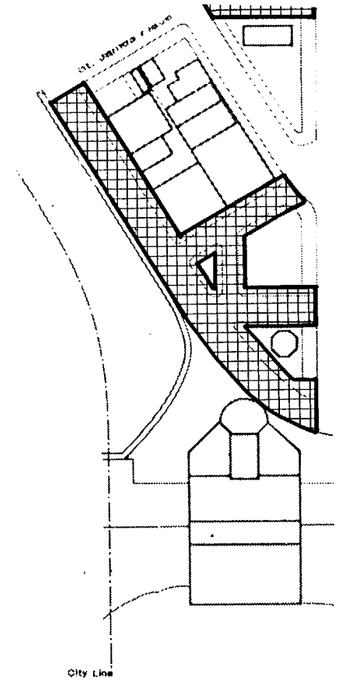
CASINO ENTERTAINMENT AREA: PROPERTY ACQUISITION AND CLEARANCE, STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS



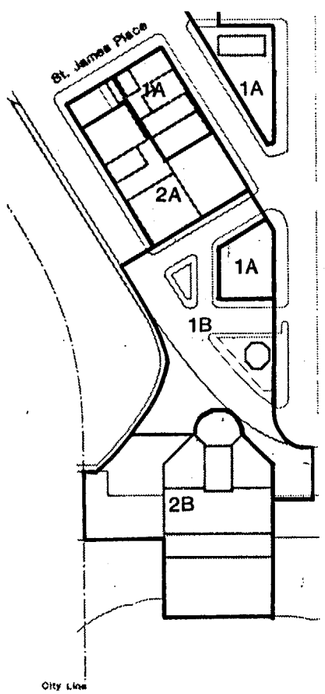
PROPERTY ACQUISITION AND CLEARANCE PLAN

Acquisition

Clearance

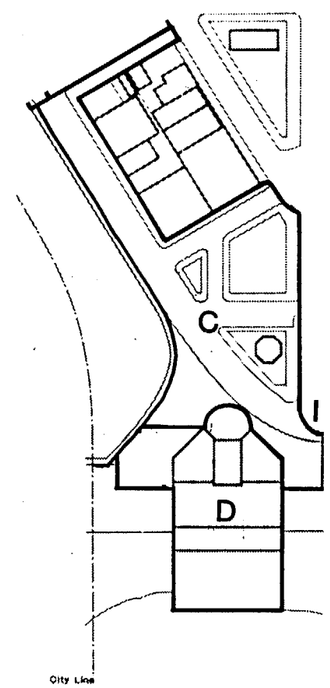


STREET CLOSINGS



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements
B Parkland Increase
C Plaza Construction
D Municipal Buildings Rehabilitated
E Public Parking Lot
F Public Parking Lot or Garage
G Reconstructed Street for Diagonal Parking
H Kingsley Street Reconstructed
I Reconstruction as Narrow One Way Street
J Remove Sewage Treatment Plant

North

Figure 14b

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Public improvements planned for this area will create a public open space supportive of entertainment activities. A major pedestrian plaza will be created between Asbury Avenue and Wesley Lake replacing the present network of streets. To accomplish this, the following public actions are planned:

- Close Lake Avenue from St. James Place to Kingsley and reconstruct as a landscaped plaza.
- Close St. James Place between Cookman Avenue and Asbury Avenue.
- Close all the streets between Asbury Avenue and Ocean Avenue and the Palace Amusements and the Casino building.
- Reconstruct the area described above as a multi purpose paved plaza.

Acquisition is planned for Block 144.01 and 144.02. No demolition of existing buildings or relocation of residents or businesses is planned other than the tourist center on Block 144.03 which is now publically owned.

Acquisition of Block 143 is recommended to create a larger commercial development parcel in conjunction with the closing of St. James Place. This will result in the relocation of the Bermuda Triangle restaurant.

Southern Beachfront Area

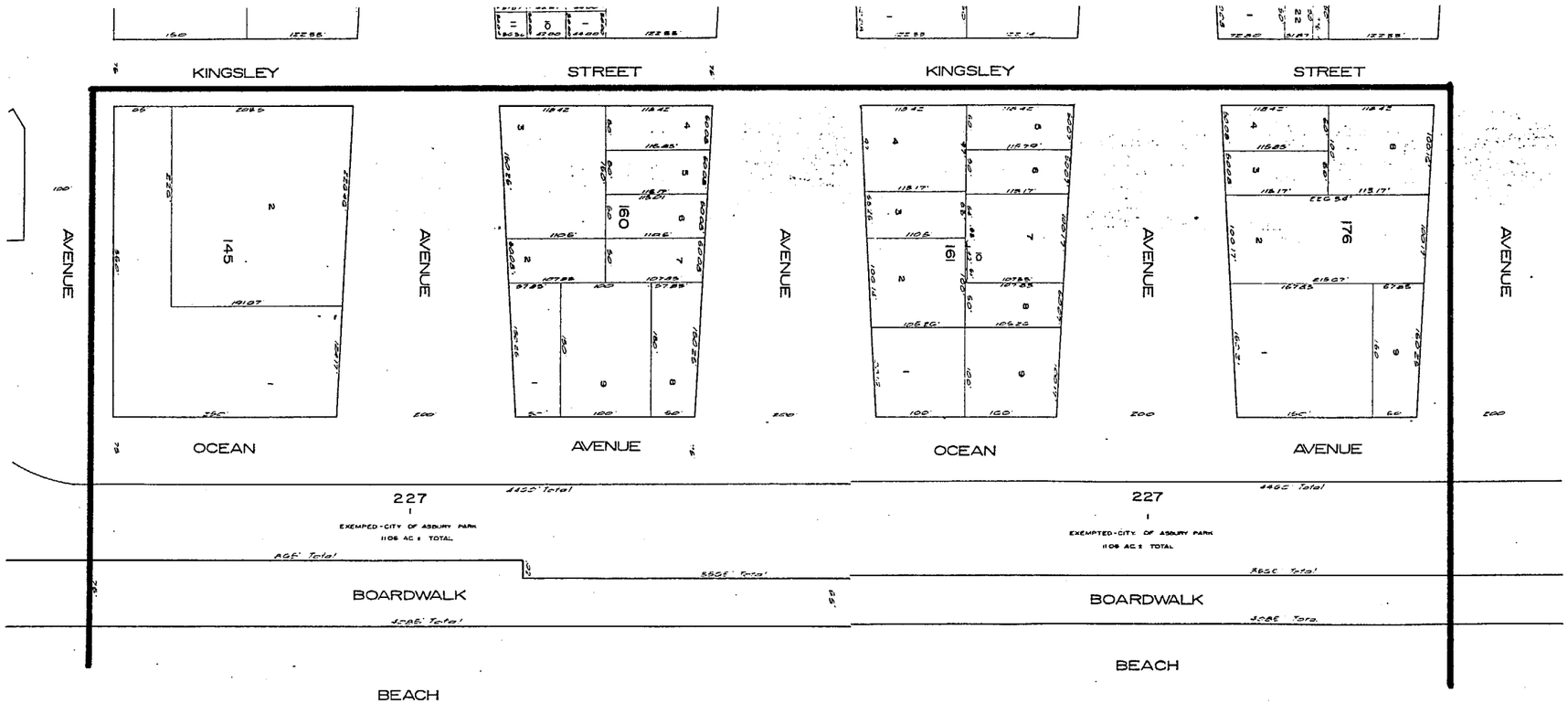
The land identified as the Southern Beachfront Area is bounded by Asbury Avenue, Kingsley Street, Fourth Avenue and the beach. The respective redevelopment plans are shown on Figure 15a and Figure 15b.

It is proposed that these four blocks become a mixed use area emphasizing new residential development in the three blocks north of First Avenue and hotel and commercial uses in the southernmost block. Boardwalk related development is planned to include a variety of commercial uses fronting directly on the boardwalk backed up by residential development. The commercial uses in this strip will emphasize food and beach "sundries" sales as opposed to the present amusements emphasis.

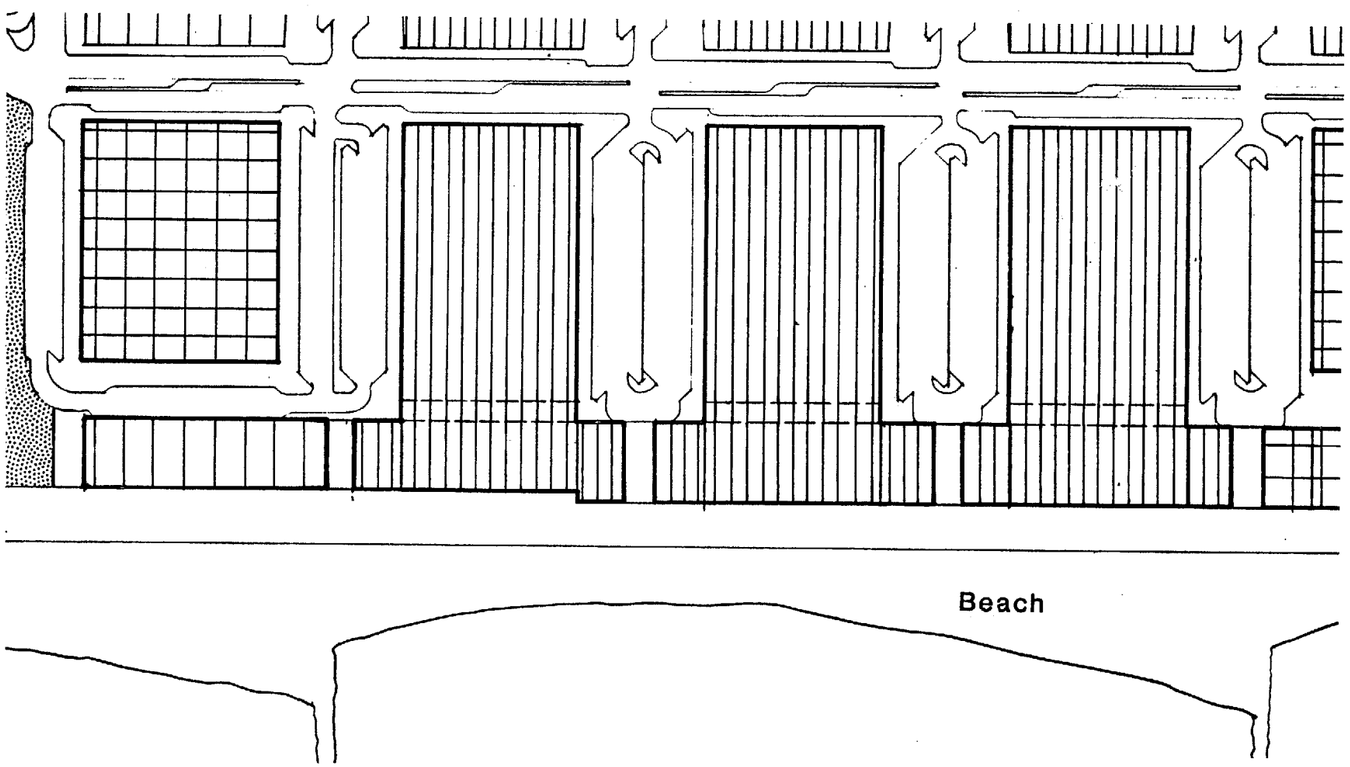
Asbury Park

Waterfront Redevelopment Plan

SOUTHERN BEACHFRONT AREA: TAX MAP AND LAND USE PLAN



TAX MAP



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Figure 15a

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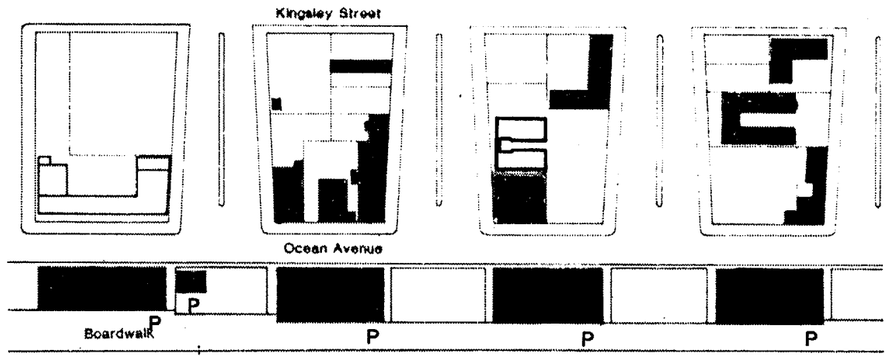
Asbury Park

Waterfront Redevelopment Plan

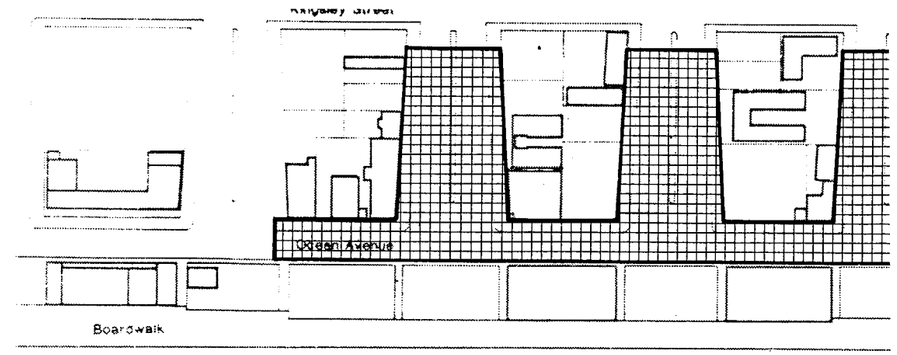
SOUTHERN BEACHFRONT AREA: PROPERTY ACQUISITION AND CLEARANCE, STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS



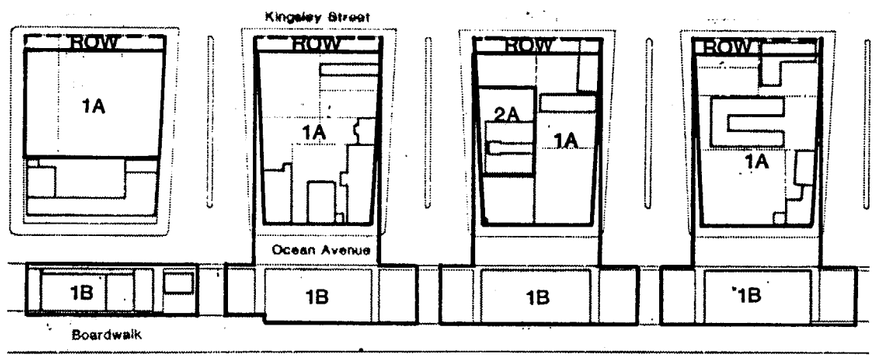
PROPERTY ACQUISITION AND CLEARANCE PLAN

Acquisition

Clearance



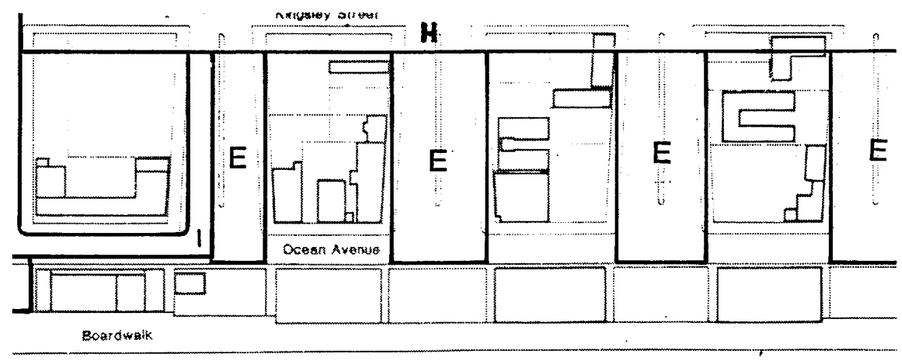
STREET CLOSINGS



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property

2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements

B Parkland Increase

C Plaza Construction

D Municipal Buildings Rehabilitated

E Public Parking Lot

F Public Parking Lot or Garage

G Reconstructed Street for Diagonal Parking

H Kingsley Street Reconstructed

I Reconstruction as Narrow One Way Street

North

Figure 15b

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The development program target for Block 145 is a minimum of 25,000 gross square feet of new commercial floor space on the western two-thirds of the block while preserving the Empress Motel. Each of the other three blocks in the area blocks will contain 200 new residential dwellings each with a minimum target of 4,000 gross square feet of boardwalk related commercial uses per block.

The public improvements in this sub-area include:

- A reduction of the width of the roadway of Asbury Avenue between Kingsley and Ocean to a two lane street with parking on both sides
- The narrowing of Ocean Avenue between Asbury Avenue and First to two moving lanes and two parallel parking lanes.
- The closing of Ocean Avenue between First and Fourth Avenues.
- The reconstruction of First Avenue between Kingsley and Ocean to create a large parking area and a one-way westbound street.
- The closing of Second, Third, and Fourth Avenues between Kingsley and Ocean for reconstruction as public parking lots.
- The widening of Kingsley Street from the present 75 foot right-of-way to a 100 foot right-of-way measured from the present western edge of the street R.O.W. and reconstruction as a two-way street with four moving lanes plus a wide median for left turning lanes plus two parking lanes.

A visual corridor and public access will be maintained between the proposed public parking lots on the numbered avenues and the boardwalk via 50 foot wide public right-of-way located on the centerline of each of the numbered avenues from First to Fourth Streets.

As a result of the street closings, portions of the right-of-way of Ocean Avenue will be combined with adjacent parcels of land to create large scale new development opportunities.

The existing parcels of land listed below will be assembled to help create these new development parcels.

- Block 145, Lot 2 and the western portion of Lot 1 bordering Lot 2 will be assembled to permit reconfiguration of Lot 1 for off street parking.

- Portions of Block 227 will be subdivided to be combined with Blocks 160, 161 and 176 to create larger development parcels.

There are no residential uses in this sub-area, therefore no households will be displaced. However, approximately twelve businesses will be affected in the following locations:

- Block 160, Lot 1, 5, 7, 8 and 9 consisting of as many as six businesses.

- Block 161, Lots 1, 2, 3 and 6 consisting of two motels and a restaurant.

- Block 176, Lots 2, 5, and 9 consisting of two motels and a bar restaurant.

DEP has made the City aware of a regulation which DEP Staff is presently considering proposing which would require a 50 foot setback from the bulkhead located on the east side of the boardwalk. This Plan proposes development west of the boardwalk which would be set back 50 feet from the bulkhead.

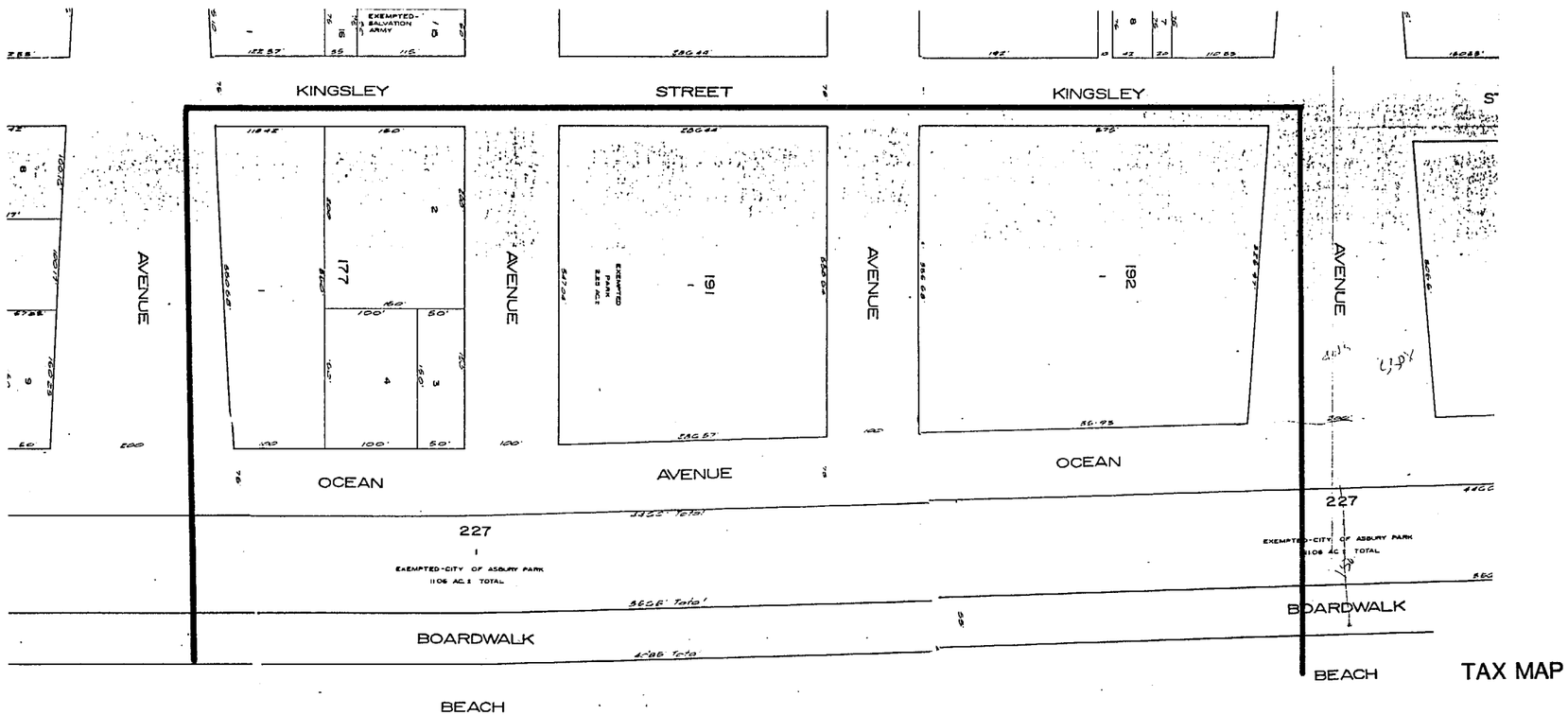
Convention Hall Area

The three oceanfront blocks and boardwalk area designated as the Convention Hall Area constitute the nucleus of uses which directly support Convention activities in Asbury Park. The boundaries of this area are Fourth Street, Kingsley Street, Sixth Street and the beach including Convention Hall. The redevelopment plan for this area is illustrated on Figures 16a and 16b.

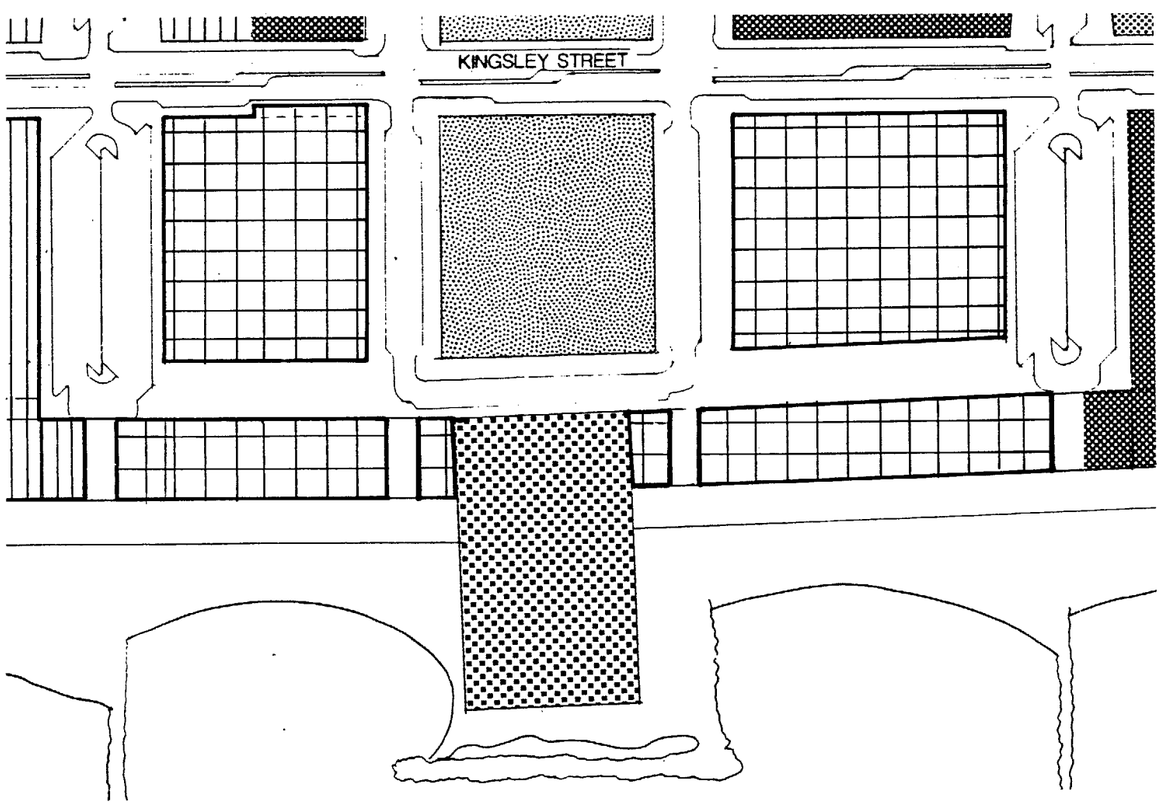
The development objective for this area is to promote new hotel development and hotel support facilities consistent with future market demand. The renovation of the Berkely Carteret already underway will yield approximately 250 new hotel rooms. An additional 150 room hotel is proposed for Block 177. The existing apartment building on Lot 2 in Block 177 will remain.

Asbury Park

Waterfront Redevelopment Plan



TAX MAP



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

CONVENTION HALL AREA: TAX MAP AND LAND USE PLAN

North

Figure 16a

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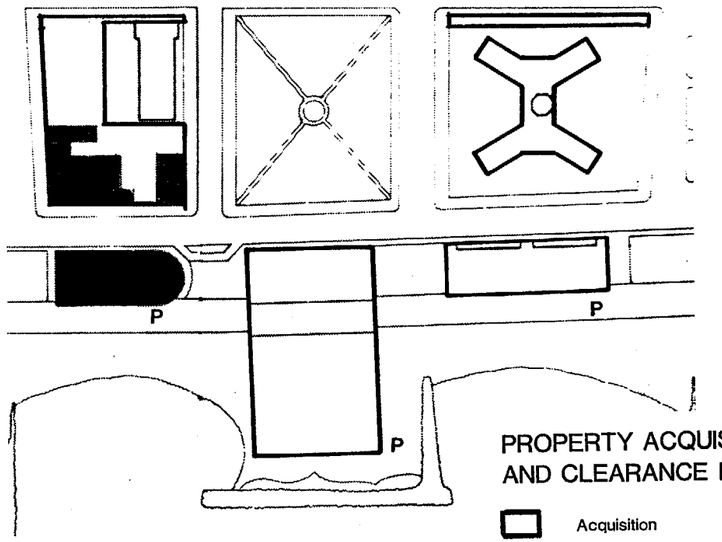
Asbury Park

Waterfront Redevelopment Plan

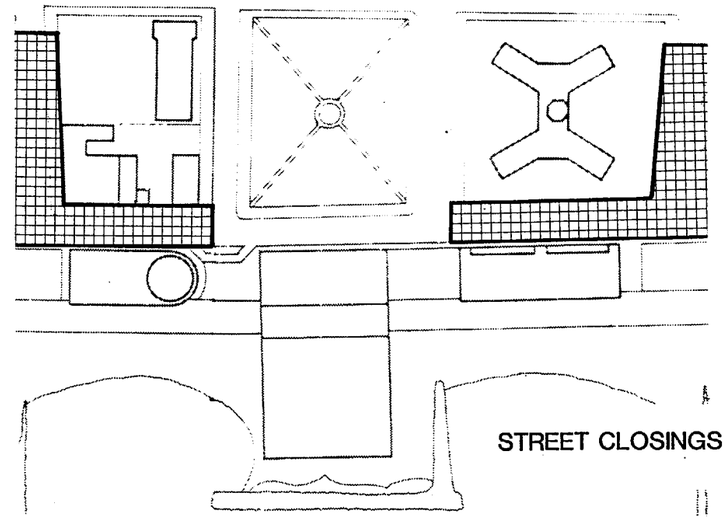
CONVENTION HALL AREA : PROPERTY ACQUISITION AND CLEARANCE, STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS



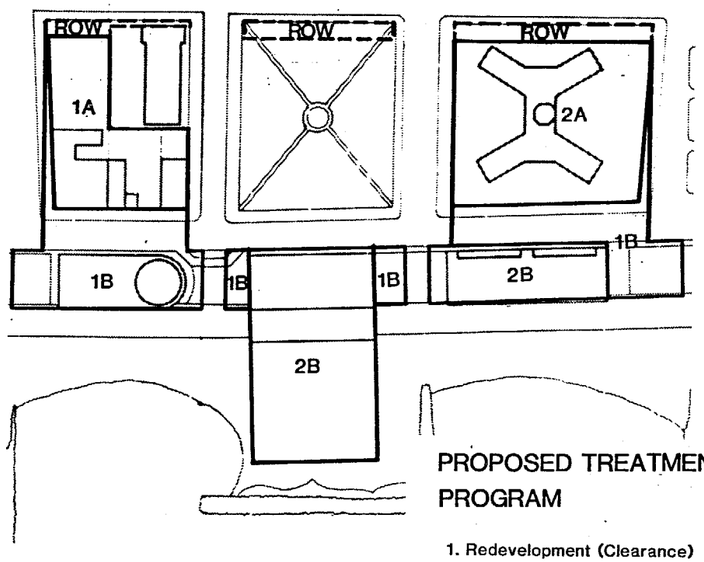
PROPERTY ACQUISITION AND CLEARANCE PLAN

Acquisition

Clearance

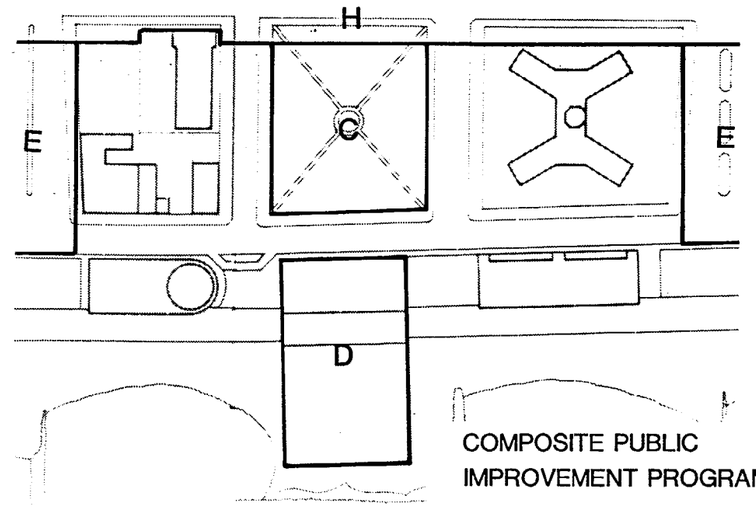


STREET CLOSINGS



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements
B Parkland Increase
C Plaza Construction
D Municipal Buildings Rehabilitated
E Public Parking Lot
F Public Parking Lot or Garage
G Reconstructed Street for Diagonal Parking
H Kingsley Street Reconstructed

North

Figure 16b

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Boardwalk parcels north and south of the Convention Hall are designated for commercial use for the immediate future. The Sunset Pavillion, on the block immediately north of Convention Hall, is proposed for rehabilitation for hotel/commercial use if economically feasible. In the future these sites may be developed for additional hotel use if market demand will support such development. Block 191 in front of Convention Hall is planned to become a multi-purpose public plaza to complement and support Convention Hall and Hotel uses and Convention Hall itself is intended to be comprehensively rehabilitated to create a minimum 50,000 square foot exhibition hall with supporting facilities.

Public improvements proposed for the Convention Hall Area include:

- Widening the Kingsley Street right-of-way to 100' and reconstruction as a two way street with four moving lanes and a wide median for center left turn lanes plus two parking lanes.

- Fifth Avenue, Ocean Avenue and Sunset Avenue around the plaza will be modified to accommodate 4 moving lanes for two-way traffic with limited on-street parallel parking.

- Sixth Avenue between Kingsley and Ocean will be and reconstructed as a public parking lot similar to the treatment proposed on the same block of 2nd, 3rd, and 4th Avenues.

The assembly of selected private properties to complement the proposed street closings in this area will be necessary including Block 177, Lots 1, 3, and 4. In addition, the former right-of-way of Sixth Avenue from Kingsley to Ocean may need to be acquired from the current private owner.

The assembly and clearance of the above lots will require relocation of six businesses including a miniature golf course.

Northern Beachfront Area

The Northern Beachfront Area includes the three block area from Sixth Avenue to Deal Lake Drive between Kingsley and the beach. This area is proposed to be developed for high density residential uses with oceanfront orientation. Commer-

cial uses in this area are to be restricted to the needs of the immediate residential population except for better quality boardwalk related "sit down" restaurants. The redevelopment plan for this area is illustrated in Figures 17a and 17b.

The development program target for this area is 300 dwellings in each of the two full block development parcels between Sixth Avenue and Eighth Avenue. The beachfront parcel between Eighth Avenue and Deal Lake Drive is designated for the construction of 30 low rise dwellings. These three development parcels all include land which is now in the right-of-way of Ocean Avenue and land between Ocean Avenue and the boardwalk. Public access will be maintained from the eastern ends of Sixth and Seventh Avenues and Deal Lake Drive to the boardwalk and the beach.

Public improvements proposed for the Northern Beachfront Area include:

- Widening the Kingsley Street right-of-way to 100' and reconstruction as a four lane two way street with a wide median for center left turn lanes plus two parking lanes.

- Closing Seventh Avenue for reconstruction as a public parking lot.

- Closing Eighth Avenue so that the right-of-way may become part of larger development parcels, probably to be used for private parking for adjacent residential developments.

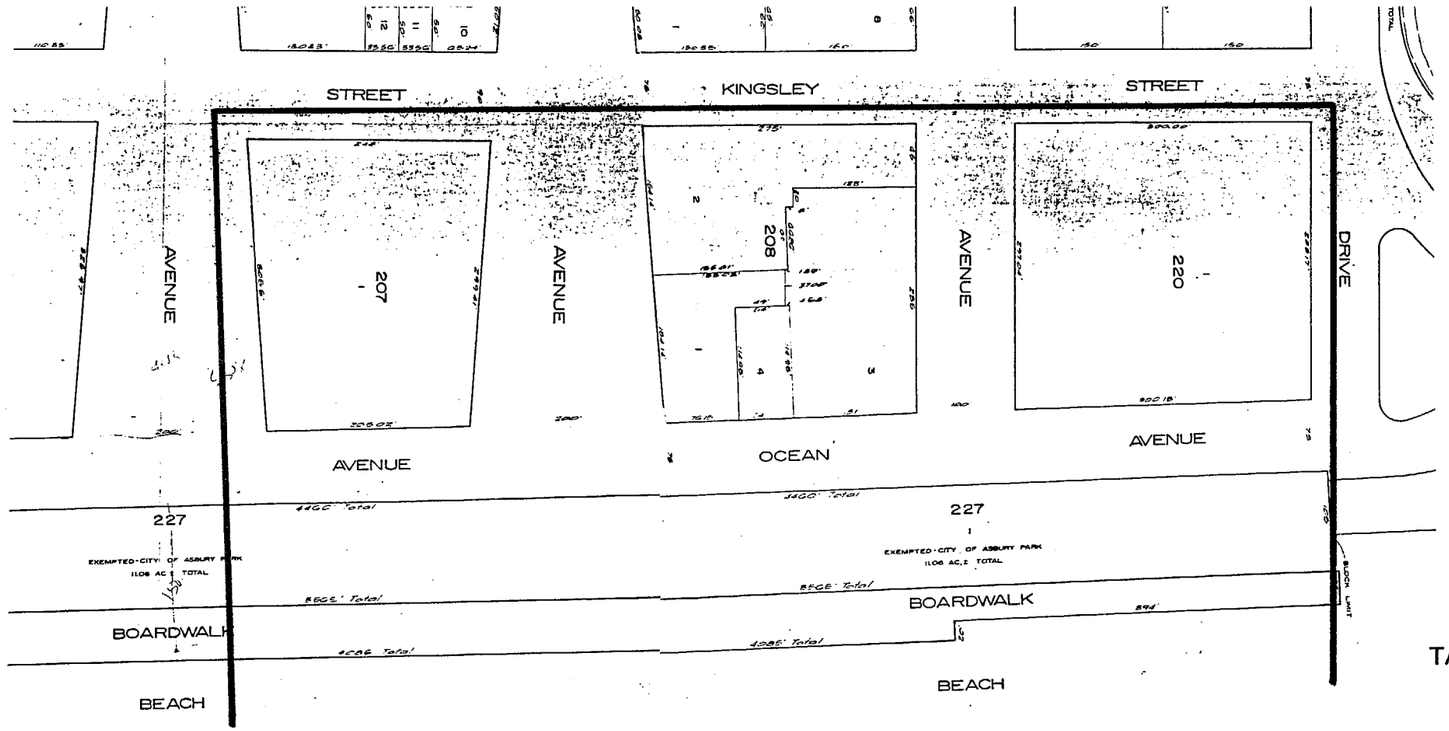
- Closing Ocean Avenue for its entire length from Sixth Avenue to Deal Lake Drive within this area.

To complement the proposed street closing, assembly of Block 208 will be necessary to create one of the proposed large development parcels in this area. In addition, portions of Block 227 opposite Blocks 207, 208 and 200 will be combined with portions of the right-of-way of Ocean Avenue and the parcels of land in Blocks 207 and 208.

Relocation of one motel and one restaurant will be required as part of the property assembly and clearance required in this area. Some of the parking for the Block 200 residential tower is now located on Block 220, Lot 3. This parking may need to be relocated.

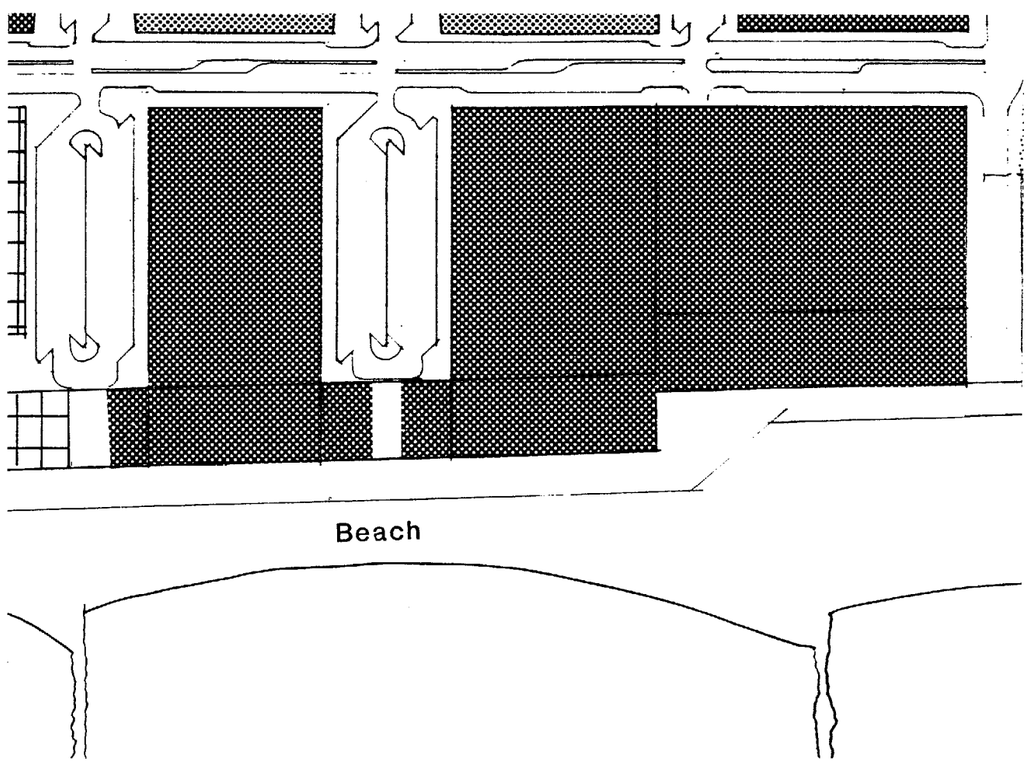
Asbury Park

Waterfront Redevelopment Plan



TAX MAP

NORTHERN BEACHFRONT AREA: TAX MAP AND LAND USE PLAN



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Figure 17a

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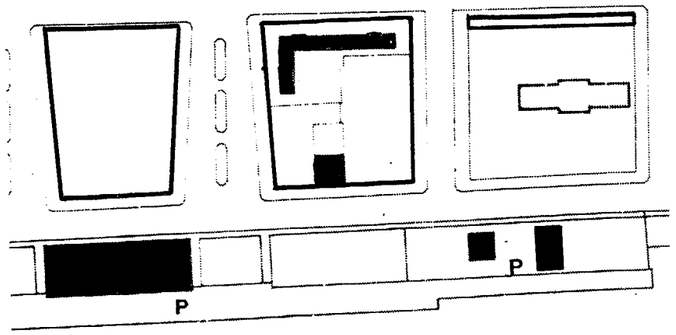
Asbury Park

Waterfront Redevelopment Plan

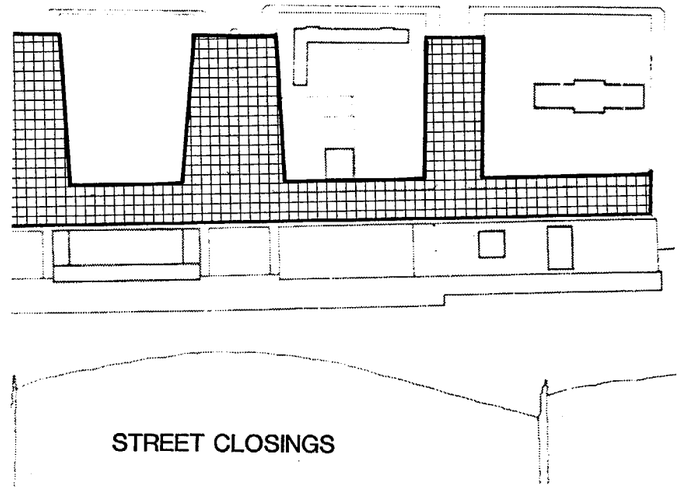
NORTHERN BEACHFRONT AREA: PROPERTY ACQUISITION AND CLEARANCE, STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS



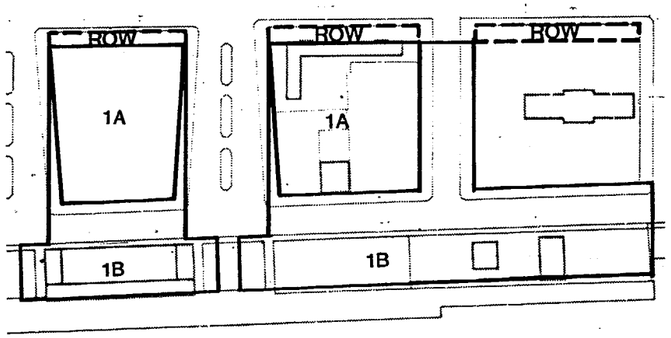
PROPERTY ACQUISITION AND CLEARANCE PLAN

Acquisition

Clearance

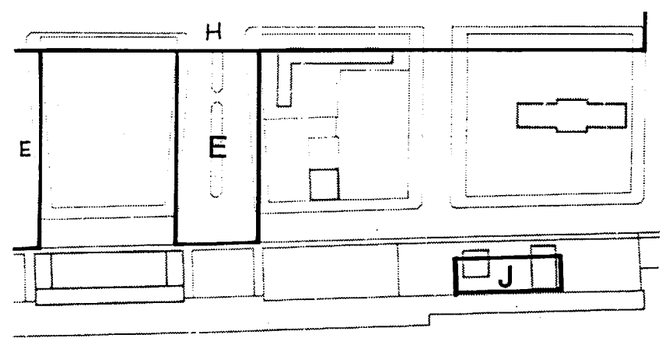


STREET CLOSINGS



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements
B Parkland Increase
C Plaza Construction
D Municipal Buildings Rehabilitated
E Public Parking Lot
F Public Parking Lot or Garage
G Reconstructed Street for Diagonal Parking
H Kingsley Street Reconstructed
I Reconstruction as Narrow One Way Street
J Remove Sewage Treatment Plant

North

Figure 17b

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DEP has made the City aware of a regulation which DEP Staff is presently considering proposing which would require a 50 foot setback from the bulkhead located on the east side of the boardwalk. This Plan proposes development west of the boardwalk which would be set back 50 feet from the bulkhead.

Marine Grill Site Area

This sub-area consists of Blocks 221 and 222 at the northeastern corner of the City and adjoining streets. This area, proposed for high density mid-rise residential development, has the unique amenity of having unobstructed views and direct access to Deal Lake on the west and the Atlantic Ocean on the east. Reconfiguration of the streets in this sub-area will simplify vehicular circulation, reduce the area devoted to street rights-of-way, and increase and enhance the parkland at the eastern end of Deal Lake. The development program target for this unique parcel is 300 dwelling units. The redevelopment plan for the Marine Grill Site Area is illustrated in Figures 18a and 18b.

Public improvements proposed for this area include:

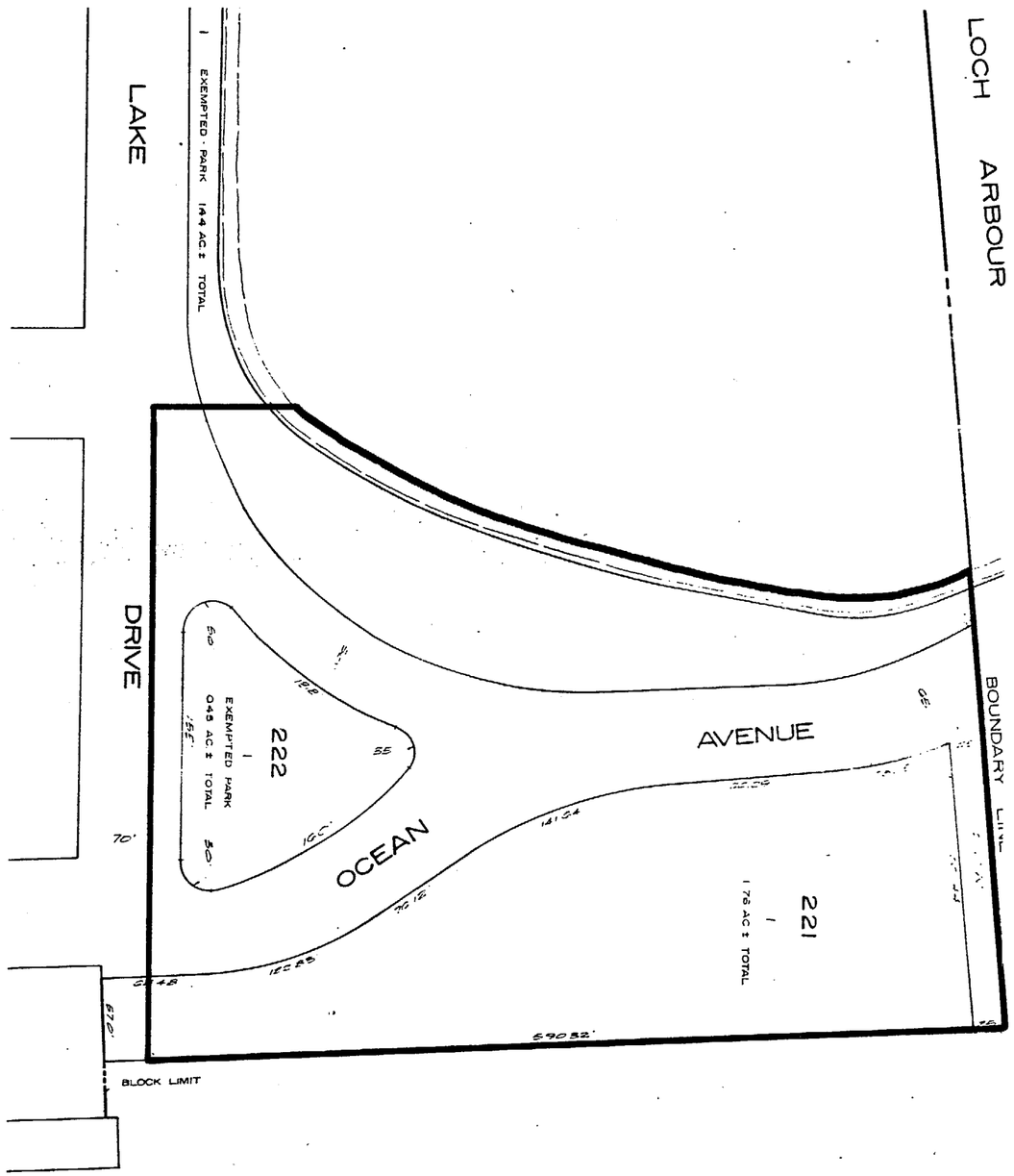
- Closing of Ocean Avenue right-of-way north of Deal Lake Drive.
- Closing of Deal Lake Drive to Loch Arbor.
- Increase the width of the public access area between Deal Lake and the beach at the "Flume" from 25 feet to 75 feet.
- Construction of a new narrow accessway from Deal Lake Drive to a small new 30 car public parking area within the 75 foot wide park at the flume.
- Elimination of the traffic island "park" occupying Block 222 at present.
- Relieve the Marine Grill property of the States riparian claim.

The Marine Grill Site is presently vacant, therefore no demolition or relocation will be necessary.

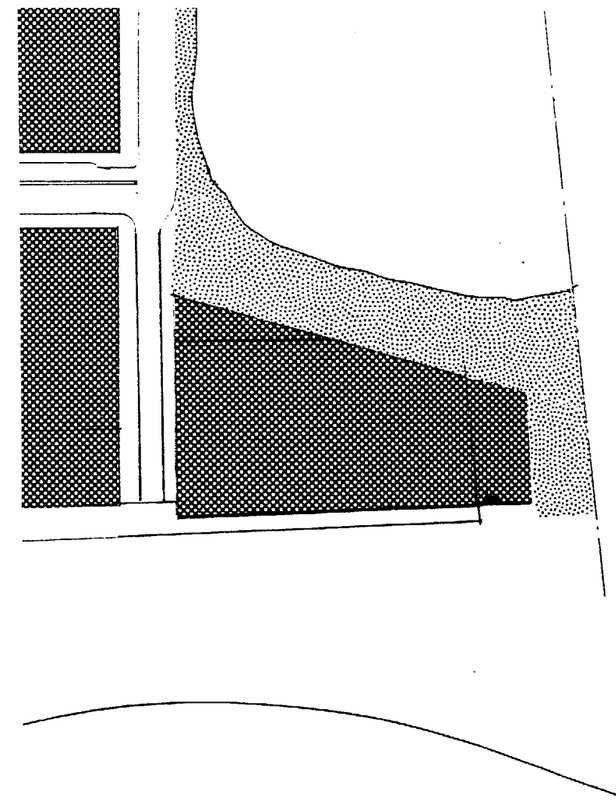
Asbury Park

Waterfront Redevelopment Plan

MARINE GRILL
SITE AREA:
TAX MAP AND
LAND USE PLAN



TAX MAP



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Figure 18a

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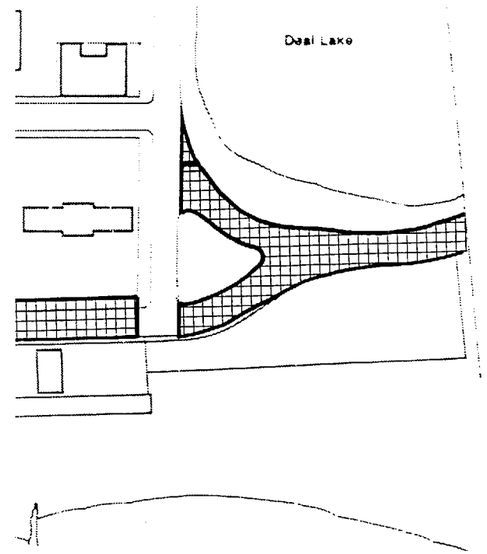
Philadelphia, PA 19103

In Association with
Laventhol & Horwath — Certified Public Accountants
Wilentz, Goldman & Spitzer — Attorneys at Law
Abbington-Ney Associates — Consulting Engineers

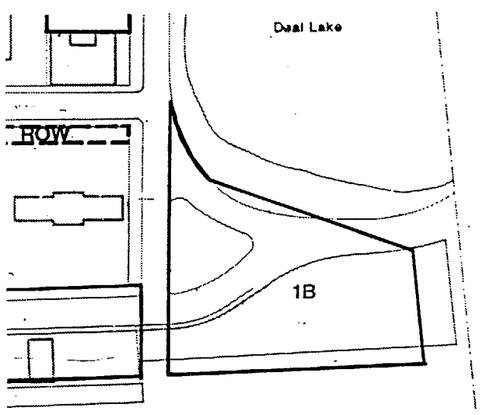
Asbury Park

Waterfront Redevelopment Plan

MARINE GRILL
SITE AREA:
STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS

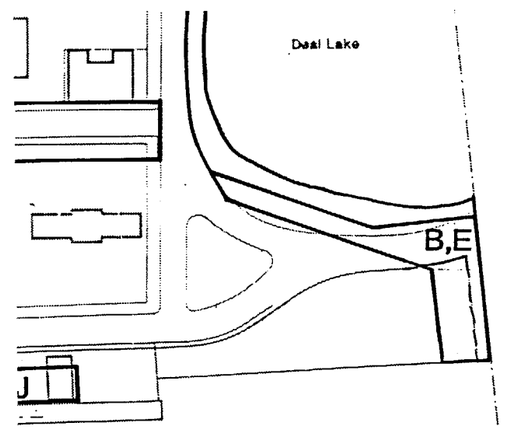


STREET CLOSINGS



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements
B Parkland Increase
C Plaza Construction
D Municipal Buildings Rehabilitated
E Public Parking Lot

North

Figure 18b

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Redevelopment of this site will be regulated, in part, by the Coastal Resource and Development Policies which, among other things, require that an appropriate setback be maintained between the beach and development. No development is permitted on a "beach" as defined in the Coastal Resource and Development Policies, N.J.A.C. 7:7E-1.1 et seq. See also discussion of development in a velocity zone, which discussion appears on page 3-3 of this Plan.

Southern Infill Area

The Southern Infill Area includes the five blocks bounded by Bergh Street, Fifth Avenue, Kingsley Street and Asbury Avenue. The redevelopment plan for this sub-area, as shown on Figures 19a and 19b, proposes a mixture of rehabilitation of existing buildings and selected clearance and redevelopment for commercial and residential uses.

New commercial uses are proposed along the Kingsley Street frontage with residential development above. One major exception is the possible municipal parking garage at Asbury and Kingsley Street which would have only commercial floor space and parking access on the ground floor.

No more than 15,000 gross square feet of commercial development is intended for any one block in this area. In general, high density residential development is planned for property with 250 to 300 feet of Kingsley Street. Medium density residential development is proposed for the remainder. The new residential development program targets for this area are:

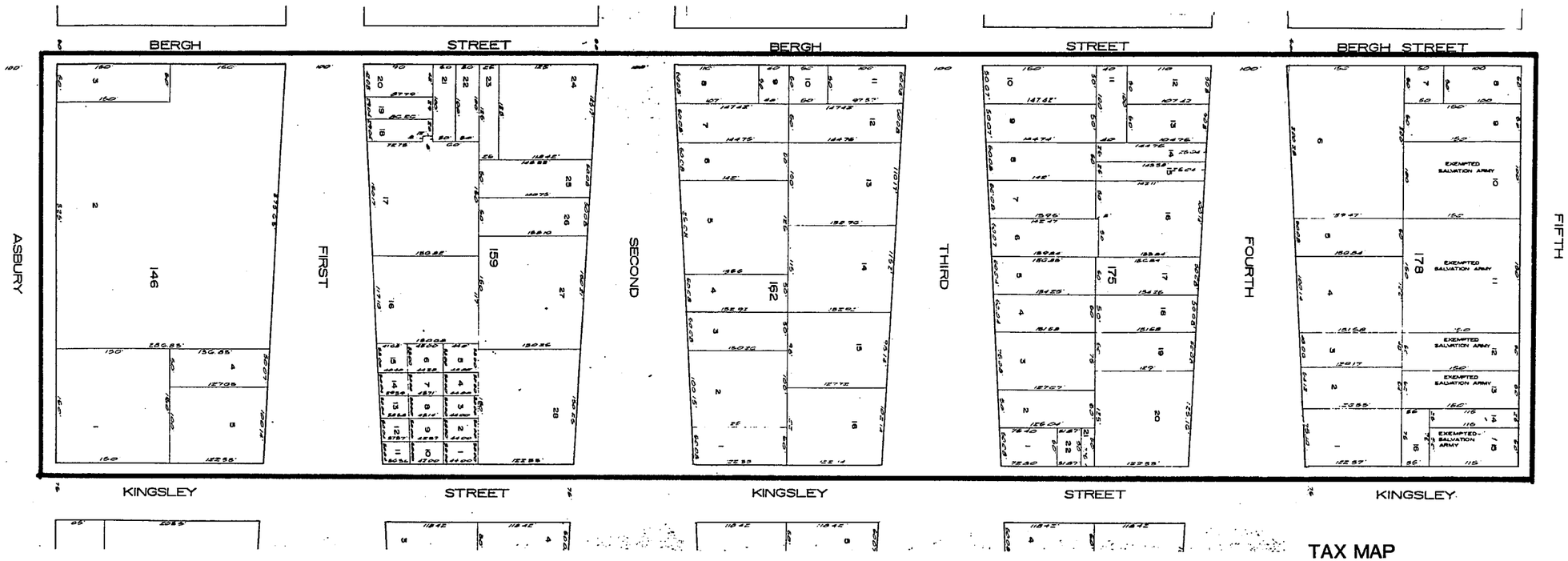
Block 146 - 75 dwellings
Block 159 - 75 dwellings
Block 162 - 50 dwellings
Block 175 - 150 dwellings

Proposed public improvements in this area are limited to reconstructing First, Second, Third and Fourth Avenues as narrower streets with two moving lanes and two diagonal parking lanes each. The streets will remain as two-way roadways.

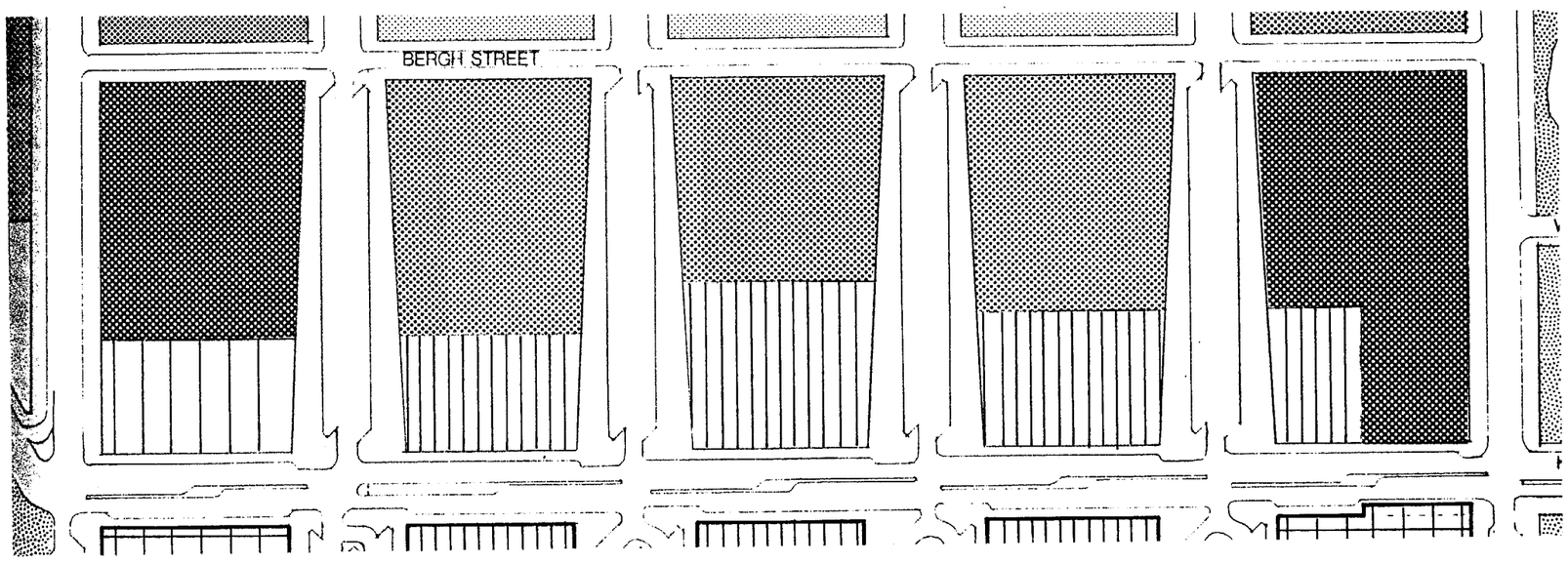
Asbury Park

Waterfront Redevelopment Plan

SOUTHERN INFILL AREA:
TAX MAP AND
LAND USE PLAN



TAX MAP



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Figure 19a

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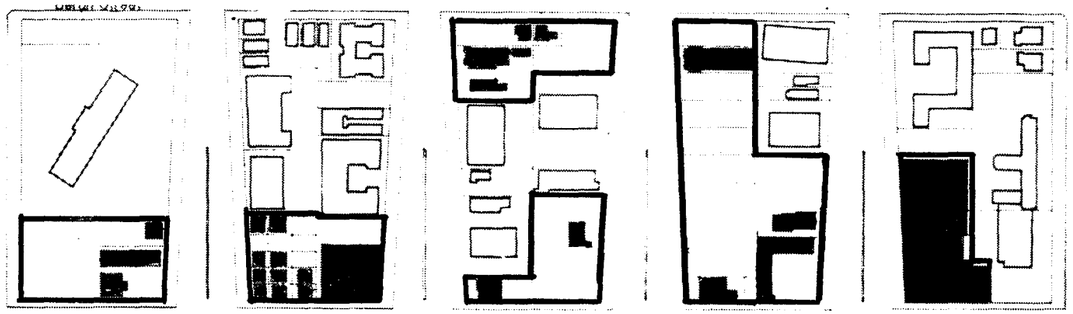
Asbury Park

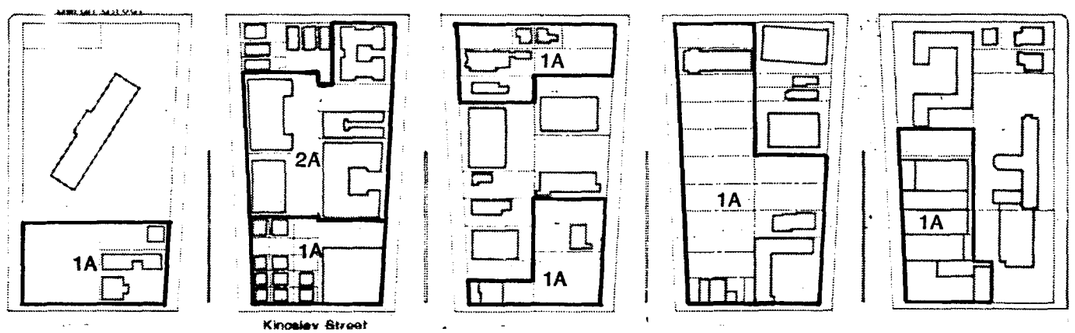
Waterfront Redevelopment Plan

SOUTHERN INFILL AREA: PROPERTY ACQUISITION AND CLEARANCE, STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS



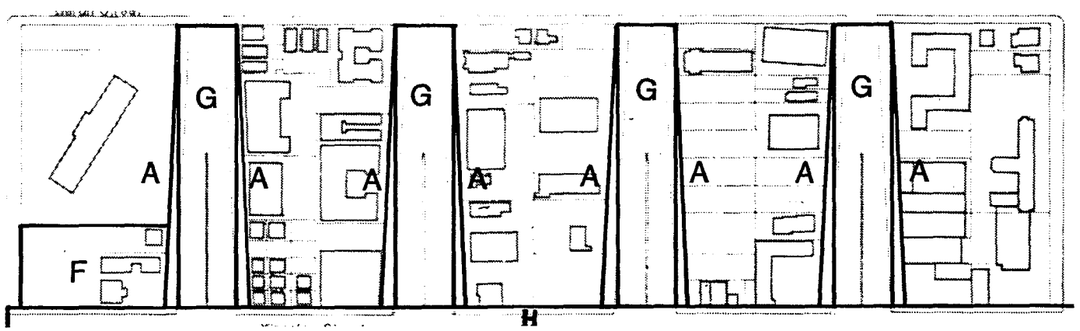
PROPERTY ACQUISITION AND CLEARANCE PLAN

- Acquisition
- Clearance



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

- A Landscape Improvements
- B Parkland Increase
- C Plaza Construction
- D Municipal Buildings Rehabilitated
- E Public Parking Lot
- F Public Parking Lot or Garage
- G Reconstructed Street for Diagonal Parking
- H Kingsley Street Reconstructed
- I Reconstruction as Narrow One Way Street

North

Figure 19b

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The possible construction of a parking garage at Asbury Avenue and Kingsley Street is contingent upon future demand when the Southern Beachfront and Casino Entertainment Areas are nearing full development. In the interim this parcel will be used for surface parking and/or ground floor commercial development.

Land assembly necessary to create the proposed redevelopment parcels is as follows:

- Block 146 — Lot 1, 4 and 5
- Block 159 — Lots 1, 2, 6, 8, 9, 10, 11, 12, 13, 14, 15 and 28
- Block 162 — Lots 1 and 16
- Block 175 — Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 17, 18, 21 and 22
- Block 178: — Lots 1, 2, 3, 4 and 16

The land assembly program above will require relocation of one motel and one dwelling in Block 146. Ten residential dwelling units and one bar/night club will need to be relocated from Block 159. No relocations will result from land assembly and clearance in Block 162. One residence, one motel and two businesses will require relocation in Block 175. On Block 178, four businesses need to be relocated together with 41 residential dwelling units.

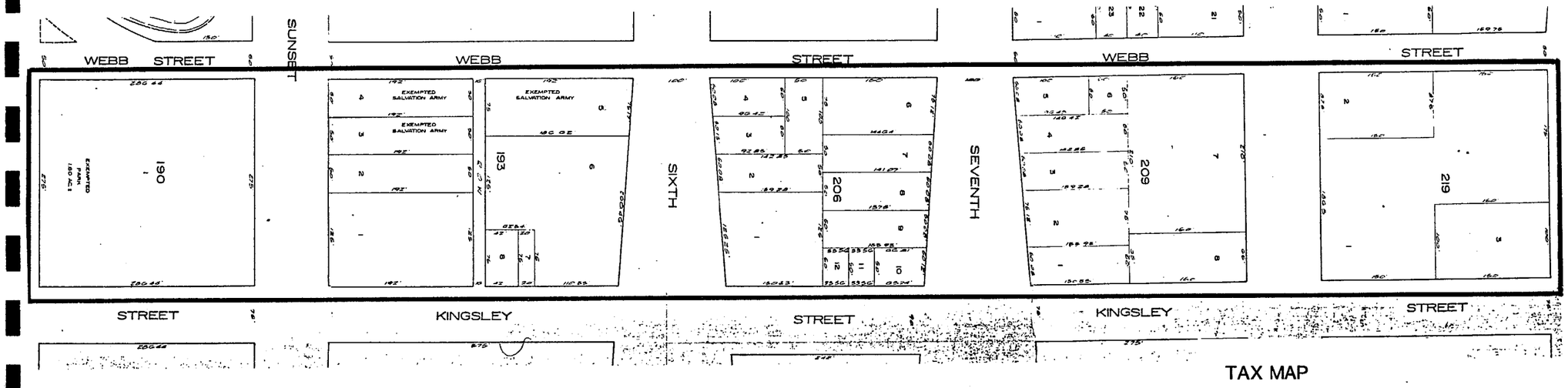
Northern Infill Area

The Northern Infill Area consists of the five blocks south of Deal Lake Drive between Webb and Kingsley Streets. This area is proposed to be residential transition zone between the new high density beachfront development east of Kingsley and low density housing areas to the west. Figures 20a and 20b depict the proposed redevelopment plan for this sub area.

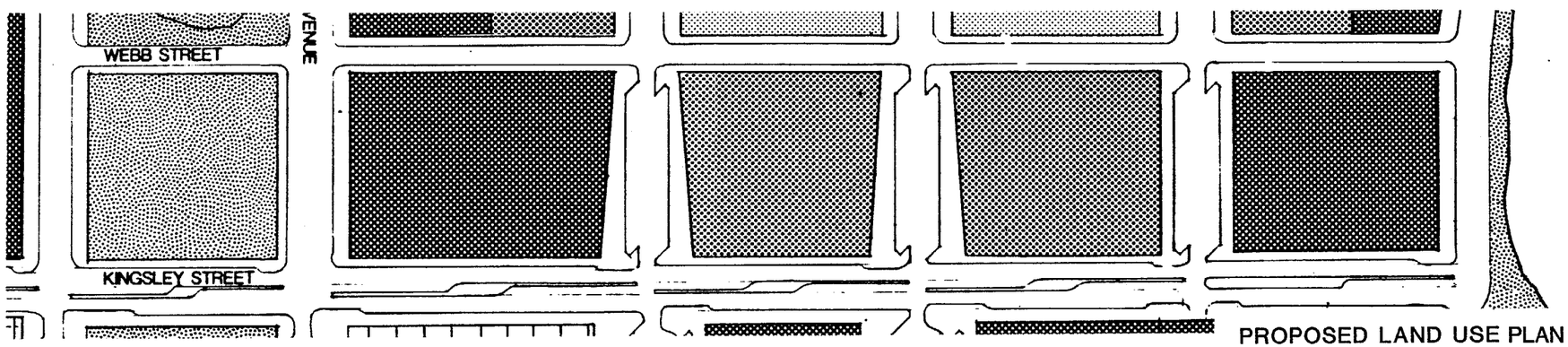
The development program target for new development in this area does not include any commercial floor space. In Block 206 and Block 209, 75 medium density residential units are proposed for each block. Block 219 is planned for high density residential infill development for 200 new residential dwelling units and 50 new units are planned for Block 193.

Asbury Park

Waterfront Redevelopment Plan



TAX MAP



PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

NORTHERN INFILL AREA: TAX MAP AND LAND USE PLAN

Figure 20a

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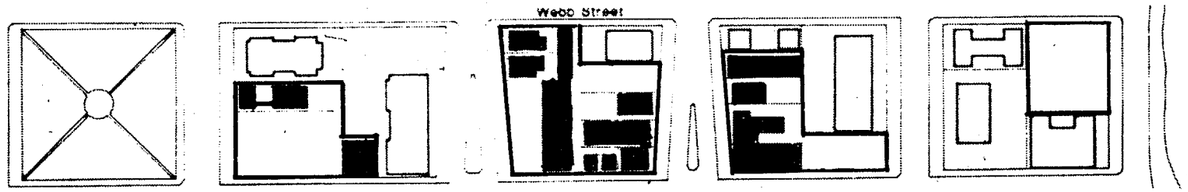
Asbury Park

Waterfront Redevelopment Plan

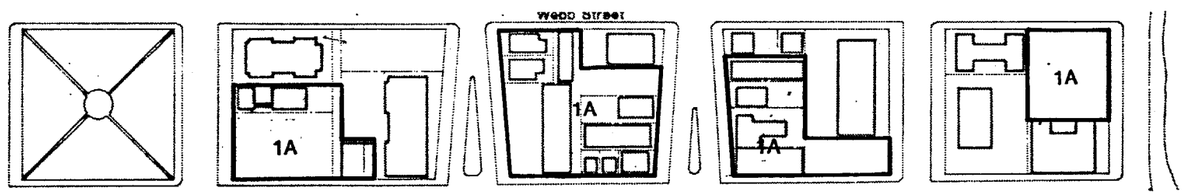
NORTHERN INFILL AREA: PROPERTY ACQUISITION AND CLEARANCE, STREET CLOSINGS, TREATMENT, AND PUBLIC IMPROVEMENTS



PROPERTY ACQUISITION AND CLEARANCE PLAN

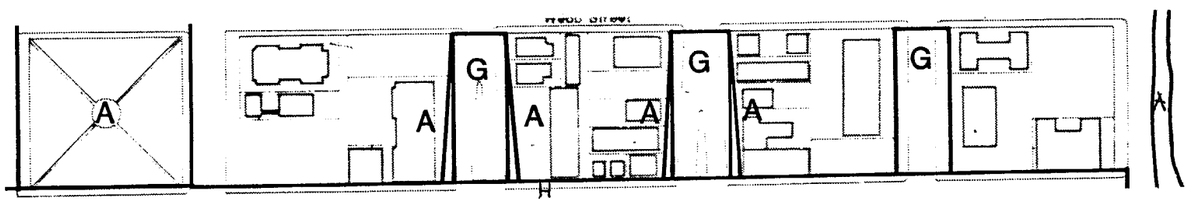
Acquisition

Clearance



PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements

B Parkland Increase

C Plaza Construction

D Municipal Buildings Rehabilitated

E Public Parking Lot

F Public Parking Lot or Garage

G Reconstructed Street for Diagonal Parking

H Kingsley Street Reconstructed

I Reconstruction as Narrow One Way Street

North

Figure 20b

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Land assembly for redevelopment in this area includes the following lots:

- Block 193 Lots 1, 2, 7 and 8
- Block 206 Lots 1, 2, 3, 4, 5, 7, 8, 9, 10, 11 and 12
- Block 209 Lots 1, 2, 3, 4 and 8
- Block 219 A portion of Lot 1

This land assembly and clearance will involve the relocation of one motel and one business in Block 193. The relocation of two residences, one apartment building, a family hotel, one warehouse and a motel is required in Block 206.

The redevelopment of Block 209 should be done gradually. Accordingly, no action whatsoever, other than enforcement of codes, statutes and regulations otherwise applicable, should be taken with reference to the property known as Lot 1 in Block 209 for a period of at least five (5) years from the date of the adoption of this Plan.

Public improvements in this area will be limited to landscape improvements in Block 190 and roadway reconstruction and parking improvements on Sixth, Seventh and Eighth Avenues.

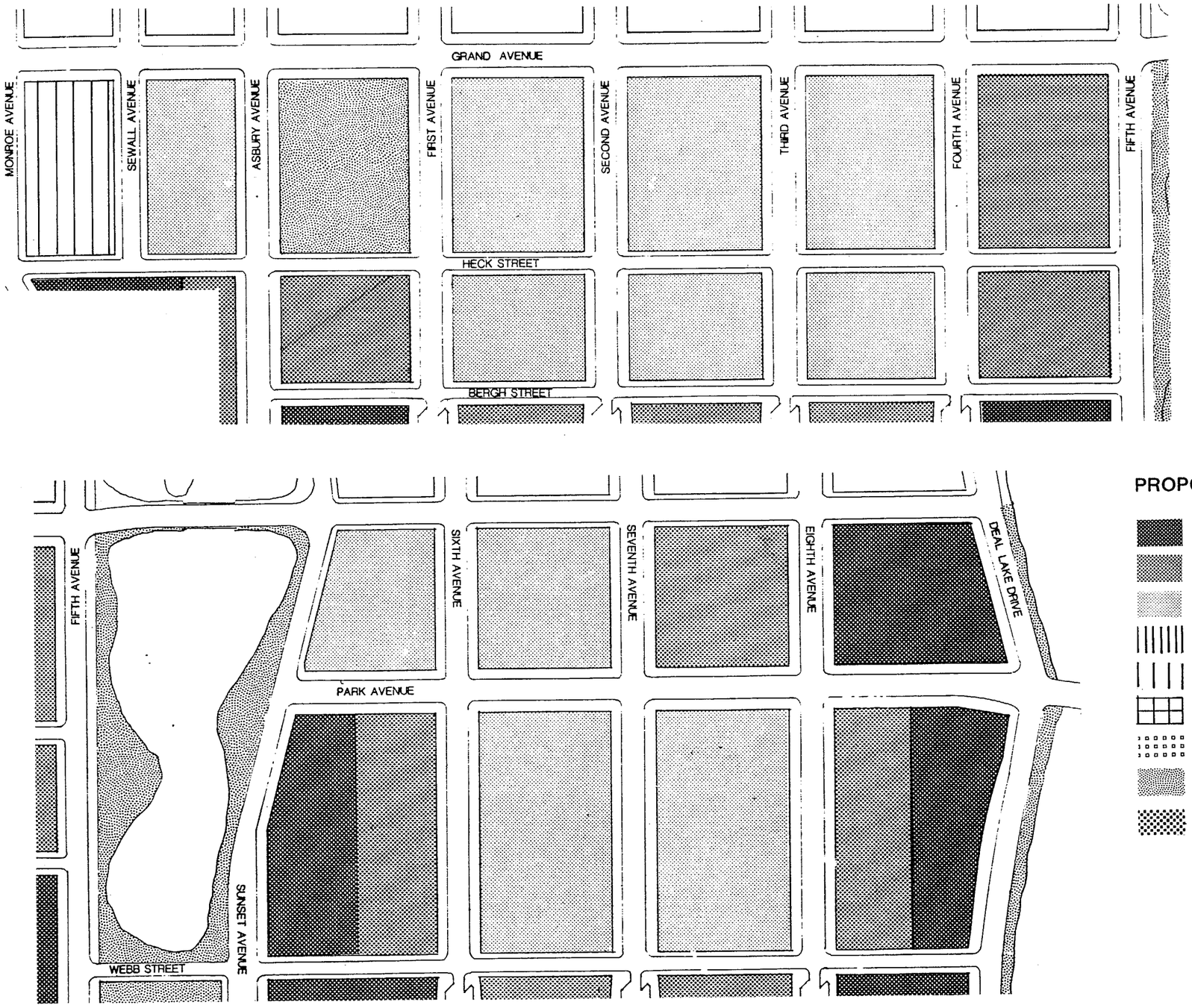
Northern and Southern Residential Support Areas

The remainder of the redevelopment area lying west of Webb, Bergh and Heck Streets and north of Monroe consists primarily of a low density residential area interlaced with churches and parks which is planned to be strengthened and conserved as residential neighborhoods. There are also numerous vacant lots and deteriorated buildings in this area. The upgrading and rehabilitation of existing structures and appropriate low density infill development by private owners is proposed throughout. The redevelopment plan for these areas is illustrated in Figures 21a and 21b.

Acquisition for rehabilitation or redevelopment of individual properties is not required for any properties in this area and no relocation will be required.

Asbury Park

Waterfront Redevelopment Plan



SOUTHERN AND NORTHERN RESIDENTIAL SUPPORT AREA: LAND USE PLAN

PROPOSED LAND USE PLAN

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Mixed Use Residential and Commercial
- Commercial
- Hotel/Commercial
- Amusement/Entertainment
- Parkland/Open Space
- Convention Hall

North

Figure 21a

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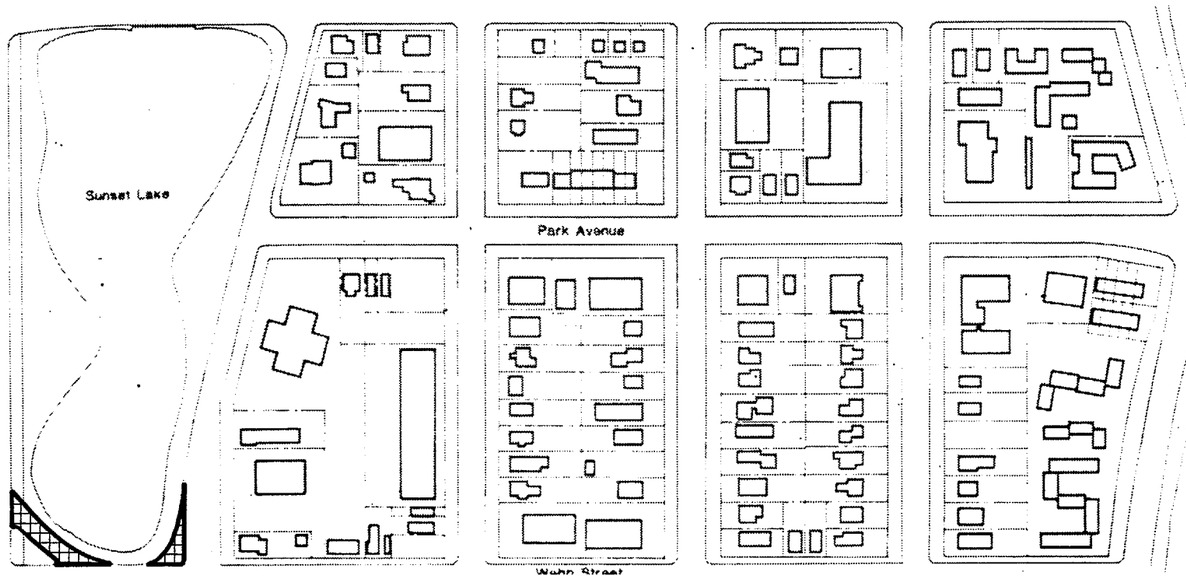
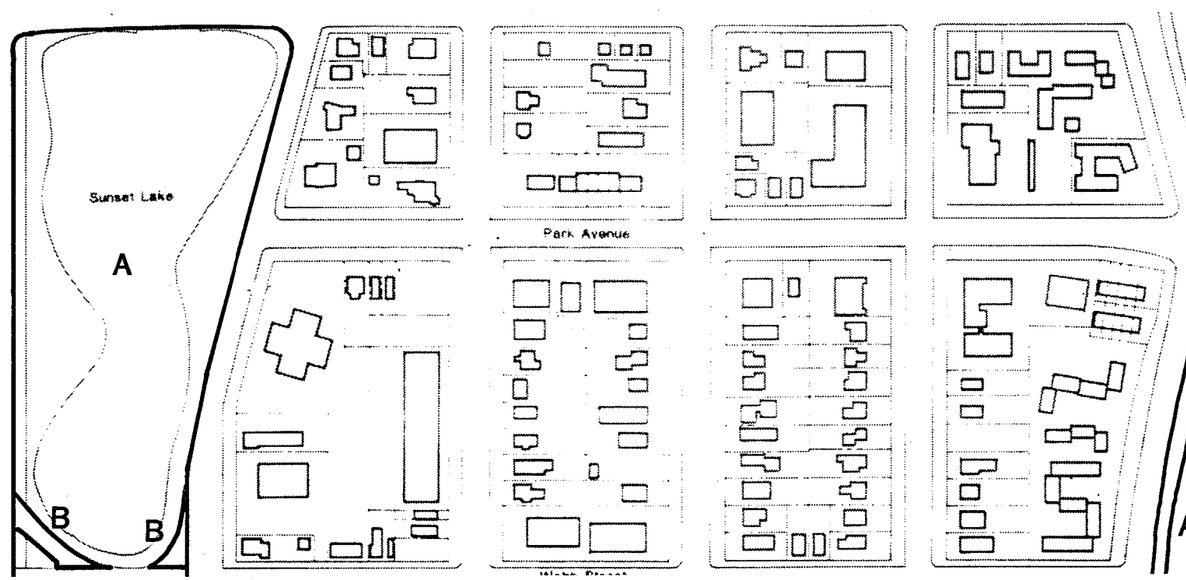
Waterfront Redevelopment Plan

NORTHERN RESIDENTIAL SUPPORT AREA:
STREET CLOSINGS AND PUBLIC IMPROVEMENTS



STREET CLOSINGS



COMPOSITE PUBLIC IMPROVEMENT PROGRAM

A Landscape Improvements

B Parkland Increase

North

Figure 21b

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No significant public improvements are proposed for this area other than a widespread program of street tree planting and a concentration of landscape improvements and minor roadway changes around Sunset Lake. However, a vigorous program of code enforcement is proposed along with a prohibition on further conversions of residential structures for multi-family use to encourage the conservation and systematic upgrading of the existing housing stock. Preservation of buildings of historic and architectural significance within this sub area is also encouraged. More detailed standards for the rehabilitation of structures in these areas are described in Chapter Five of this plan.

Chapter Five: Redevelopment Plan Implementation

Introduction

Following adoption of the Waterfront Redevelopment Plan by the Asbury Park Mayor and Council serving as the City's Redevelopment Agency, an administrative entity or entities will need to be created to undertake all required implementation actions.

The implementation of the Waterfront Redevelopment Plan will involve the close interraction of two sets of procedures, one primarily administrative in nature and the other constituting a sequence of physical actions.

The administrative actions that will be required will include the following:

- Prepare detailed programs, design guidelines and development requirements for each parcel or sub-section of the redevelopment plan area offered for redevelopment.

- Prepare and distribute developer solicitation materials relative to these parcels or sub-sections and generally promote the implementation of the redevelopment plan.

- Negotiate with and select redevelopers for various parcels or sub-sections of the plan and execute development agreements with selected developers incorporating applicable design guidelines and development requirements.

- Negotiate the purchase of private properties and, where necessary, use the power of eminent domain to acquire properties that cannot be acquired by negotiated purchase.

- Carry out required residential and business relocation programs.

- Contract for the design and construction of selected public improvements that are an integral part of the plan.

The physical actions that will be required to implement the redevelopment plan will include as a minimum:

- The closing of selected streets in the redevelopment plan area.
- Implementing short range traffic engineering changes in the remaining street network in response to selected street closing.
- The reconstruction of selected streets to meet the specific traffic and parking performance recommendations of the plan.
- The reconstruction or relocation of underground utilities where required.
- Demolish unwanted buildings and otherwise clear and prepare sites for redevelopment.
- Develop, redevelop or rehabilitate designated properties within the redevelopment plan area.

The balance of this chapter will elaborate on the administrative and physical actions that will be required for the entire redevelopment plan area. However, it should be noted that the plan will in all likelihood be implemented in stages, requiring the above types of actions to be applied to each of many sub areas in sequence or in parallel.

In general, the above described actions will be triggered for individual parcels or sub-areas conveyed to a redeveloper by the Redevelopment Agency only after detailed plans for each has been prepared, redeveloper interest solicitated and a redeveloper selected. It is not the intention of the City to assemble and clear properties of existing structures prior to redeveloper selection or on a wholesale basis. To do so would likely repeat some of the errors of earlier redevelopment efforts in other cities which engaged in premature or excessive property acquisition and clearance. However, selected land assembly may be undertaken prior to redeveloper selection in some instances if, because of some specific circumstance, it is determined to be advantageous to the City to do so.

The major categories of action proposed in the Waterfront Redevelopment Plan are described below. Each section of the following text is accompanied by a composite map illustrating the actions proposed in each sub area described earlier in Chapter Four.

Street Closings

The proposed street closings within the redevelopment plan area as described in each of the sub areas in Chapter Four are shown in Figure 22, Composite Street Closings. The most dramatic component of the street closing plan is the closing of Ocean Avenue from First Avenue to Fifth Avenue and from Sunset Avenue to Deal Lake Drive. Although Ocean Avenue will be closed to traffic, an easement for underground utilities and emergency vehicle access will be maintained along the present eastern curb line. This easement will extend 10 to 15 feet into the eastern edge of the present roadbed and 15 to 20 feet east of the present curb for a total width of 25 to 35 feet. Other than this easement, the present right-of-way of Ocean Avenue will be made available for development in combination with portions of the City owned properties fronting on the boardwalk and the private properties to be assembled for redevelopment purposes in the blocks between Ocean Avenue and Kingsley Street to the west.

Between Kingsley and Ocean, six of the numbered avenues will also be closed to through traffic. Second, Third, Fourth, Sixth and Seventh Avenues will also be reconstructed as metered public parking lots containing approximately 100 parking spaces each. Auto drop off points will be provided at the eastern end of those streets for public access to the boardwalk and beach. Eighth Avenue will be closed to traffic so that the right-of-way may be used for private parking, probably in the form of a multi-story structure, to serve both existing and proposed adjacent residential developments.

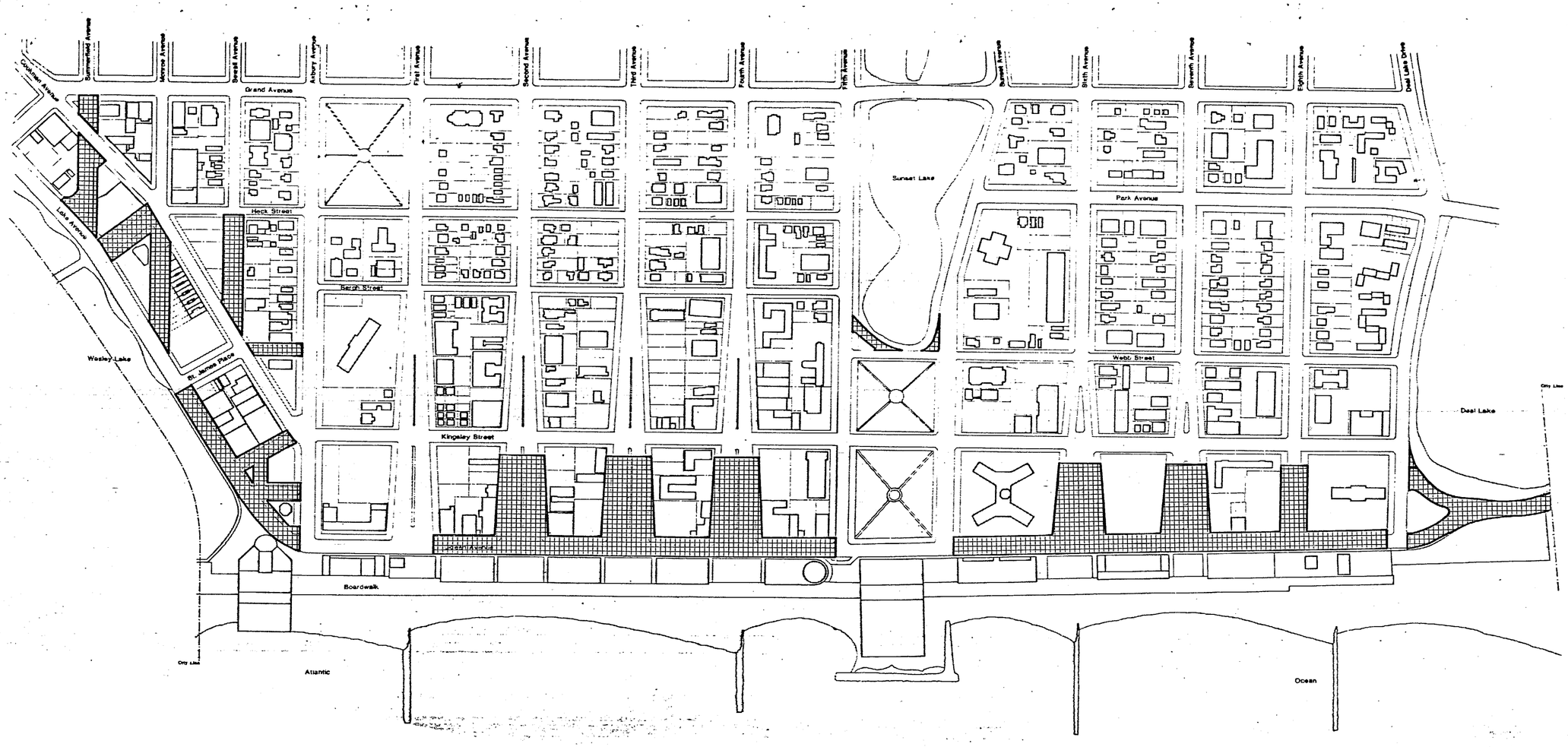
Both Deal Lake Drive and Ocean Avenue north of the northern right-of-way of Deal Lake Drive will be closed to create a large development parcel between the beach and Deal Lake. A narrow public accessway to a small 30 space public parking lot located at the northern boundary of the City will be maintained.

The only other proposed change in street right-of-way north of Asbury Avenue is the elimination of some redundant roadway around the eastern end of Sunset Lake at Webb Street. The street right-of-way at this location will be used to modestly expand the parkland surrounding Sunset Lake.

Asbury Park

Waterfront Redevelopment Plan

COMPOSITE STREET CLOSINGS



North

Figure 22

Scale 0' 100' 200'

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South of Asbury Avenue ten separate street segments are proposed to be closed for one of two reasons. Lake Avenue east of St. James Place along with Kingsley Avenue extended and two short unnamed streets will be closed to create space for a large new multi-purpose public plaza west of the present Carousel. The other streets proposed to be closed in the area south of Asbury Avenue are all regarded as non-essential for traffic circulation needs and will be eliminated to create large contiguous development parcels in that area of the waterfront that has historically been cut into small triangular shaped blocks and parcels by the superimposition on the City's basic grid pattern and two diagonal streets - Lake and Cookman - paralleling Wesley Lake. Heck Street south of Cookman will be closed to create a block long pedestrian way connecting the footbridge over Wesley Lake to the eastern edge of the City's central business district.

Where streets are closed in the areas both north and south of Asbury Avenue, underground utility lines will be left in place whereverpossible and relocated only when necessary to enhance the development potential of the consolidated sites.

Private Property Assembly and Acquistion Program

The extent of assembly or acquisition of private property anticipated to fully implement the redevelopment plan is depicted on Figure 23. The program includes four separate components as follows:

- Private property to be acquired by the City for widening the right-of-way of Kingsley Street from 75 to 100 feet.

- Private property to be acquired for a new public parking facility between Asbury Avenue and First Avenue at Kingsley.

- Private property that will be publicly acquired only if private rehabilitation plans do not materialize or are unsuccessful in their execution. The Berkely-Carteret Hotel, currently undergoing private rehabilitation, the complex of buildings at Kingsley Street and Lake Avenue now occupied by a group of amusements and indoor rides, a group of five multi-family apartment buildings between First and Second Avenues, and five apartment buildings on Second Avenue between Ocean and Kingsley.

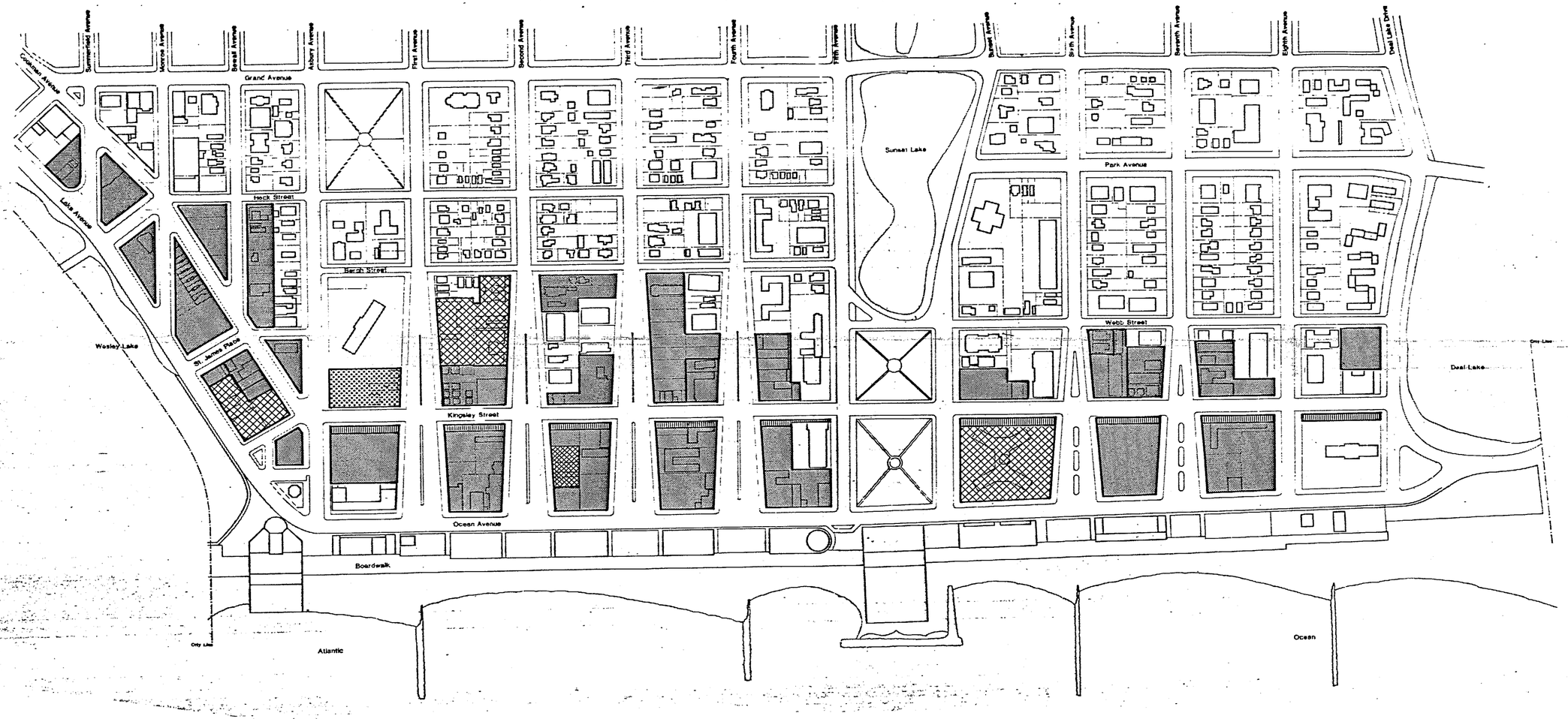
- Private properties which must be assembled by either private or public means into larger tracts of land and cleared of existing buildings where necessary to realize their full development or redevelopment potential.

In the case of the fourth component, which accounts for the majority of the private properties to be acquired or assembled, the role of the City may vary significantly from location to location. It is the intention of the plan that the majority of the properties identified for acquisition or assembly will be assembled privately by developers or local property owners either on a speculative basis in response to their knowledge of the redevelopment plan or as the result of being selected as the chosen redeveloper for a specific sub area or sub areas of the plan.

For each important parcel or sub area within the redevelopment plan area, it is anticipated that a redeveloper will be designated after due consideration of alternate choices. (The procedure and criteria for redeveloper selection that will be required is described in the Administrative and Procedural Requirements Section at the end of this chapter.) The designated developer for each sub area would be expected to assemble the individual properties within his area of responsibility by negotiated purchase to the maximum extent possible. Only in those cases where the designated developer and private property owners cannot agree on the terms of purchase, will the City evoke its powers of eminent domain to complete the required land assembly process.

Properties may be assembled by the City within discrete areas prior to developer selection by negotiated public purchases where appropriate and condemnation where required to speed up or otherwise facilitate the land assembly process where early assembly of properties is determined to offer some special advantage to the City.

The Redevelopment Plan proposes to develop or redevelop many properties which are indicated as being publicly owned. To the extent that such properties may be subject to title problems, such as restrictions, reverters and the like, the Redevelopment Agency intends to relieve those properties of the title problems by the exercise of condemnation power, where necessary to permit the development contemplated in the Redevelopment Plan.



Asbury Park

Waterfront Redevelopment Plan

COMPOSITE PRIVATE PROPERTY ACQUISITION PROGRAM

- Private Property Which May be Acquired if not Developed Privately Consistent with Plan
- Private Property Which May Be Acquired if not Rehabilitated, Consistent with Plan
- Private Property Which Will Be Acquired for Street Right of Way
- Private Property Which May Be Acquired for Public Parking Garage

North

Scale 0' 100' 200'

Figure 23

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A summary of the property acquisition/assembly program that is an integral part of the Waterfront Redevelopment Plan as presently constituted and as shown on Figure 23 is as follows:

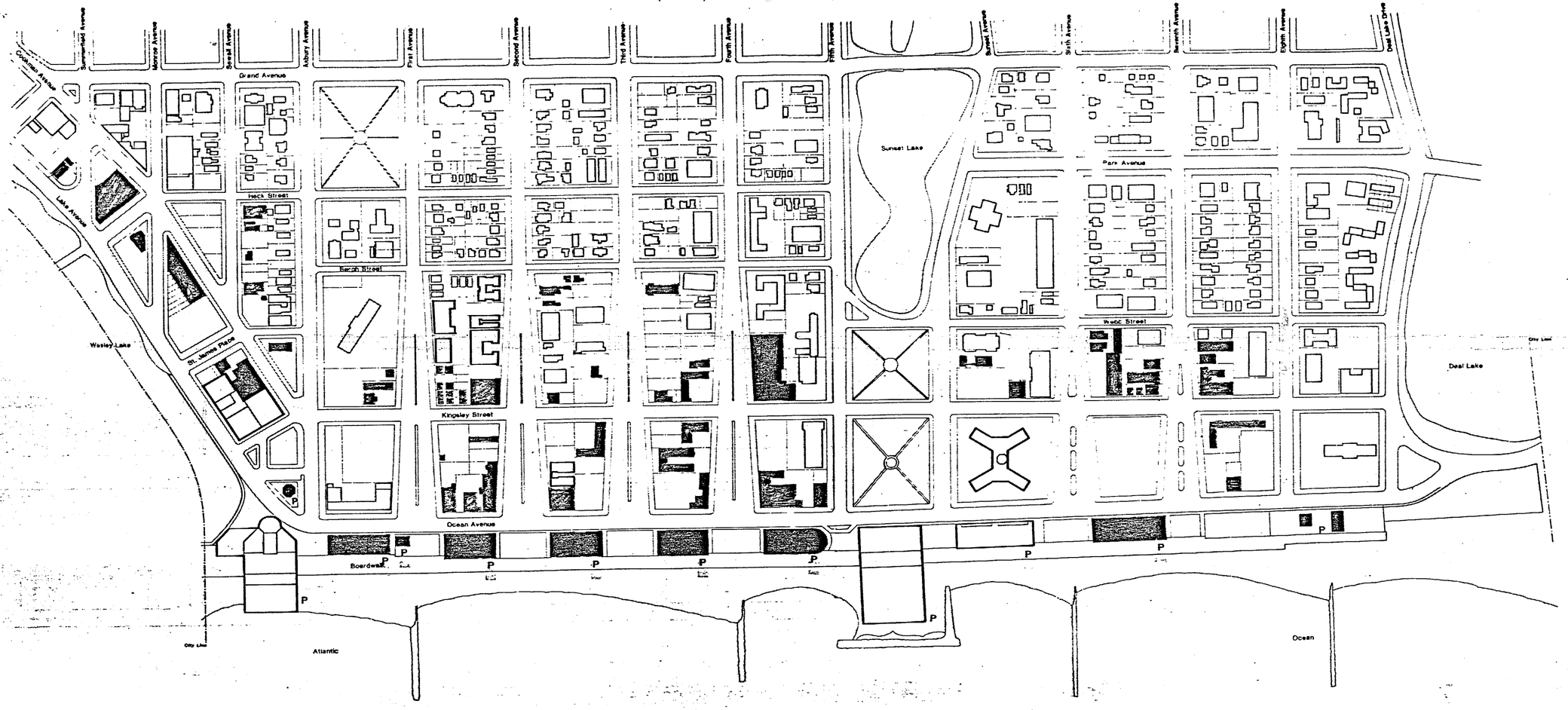
Private property which may be acquired if not developed privately consistent with the plan	23.7 acres
Private property which may be acquired if not rehabilitated consistent with plan	5.9 acres
Private property which will be acquired for street ROW	1.2 acres
Private property which may be acquired for public parking lot and/or garage	1.0 acres
	31.8 acres

Other properties within the renewal area of the redevelopment plan may also be assembled or acquired along similar lines if private rehabilitation of individual properties does not proceed in full accord with the plan.

Furthermore, the generation of more detailed information along with changing circumstances or changing perceptions of circumstances in the course of implementing the redevelopment plan may lead to revisions of the plan and to changes in the designation of properties to be acquired or assembled.

Required Demolition, Clearance and Rehabilitation

The composite clearance and rehabilitation program for the redevelopment plan is shown on Figure 24. There are 89 buildings proposed for clearance, of which 10 are publicly-owned buildings located along the Boardwalk. The remaining 79 buildings to be removed are all privately owned. Five of those 79 buildings are one family dwelling units. Of the remaining 74 structures, 26 are strictly residential structures and 24 are business establishments. The remaining 24 buildings contain a mixture of residential and business uses.



Asbury Park

Waterfront Redevelopment Plan

COMPOSITE BUILDING CLEARANCE AND REHABILITATION PROGRAM

Buildings to Be Cleared

Buildings to Be Rehabilitated

P Public Buildings

North

Scale 0' 100' 200'

Figure 24

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In all, an estimated 30 residential dwelling units will be removed along with an estimated 56 business establishments. These structures, or more precisely, the parcels on which they are located, have been designated for acquisition or assembly by reason that the present development on most of these parcels is obsolete, in substandard condition, are inappropriately located, represent significant underutilization of the parcel relative to land value or some combination of these factors.

The redevelopment plan designated eleven buildings to be rehabilitated. Three of these - the Casino Carousel and Power Plant Complex, Convention Hall and the Sunset Pavillion - are publicly owned while the other eight are in private hands. Among the publicly owned buildings, only Convention Hall and a portion of the Casino are in use, the others being vacant. Among the private properties, one is currently used for commercial purposes, six are used for residential purposes and one, the Berkely Carteret, is now vacant.

Relocation Plan

The aggregate amount of residential relocation required to fully implement the redevelopment plan as presented above is considered to be at a very moderate level relative to the extent of the property acquisition and assembly recommended. This is the result of the high proportion of vacant or underutilized land present in the Redevelopment Plan area. The process of relocating the affected persons will nonetheless be complex and time consuming. The Redevelopment Agency intends to fully comply with all statutory requirements in carrying out the required relocation of these persons as an integral part of the Waterfront Redevelopment Plan.

The relocation of 30 households from within the Renewal Area does not present a difficult problem according to the 1980 Census. In that portion of the City east of Main Street there are at present approximately 4,386 dwelling units of a type generally similar in price, location and physical characteristics to those proposed for clearance. Of the existing units in the above area, 1% are estimated to be vacant and available for rent or purchase. West of Main Street there are an additional 3,724 existing dwelling units which are of lesser value but they include a higher percentage of vacant units.

Given these facts, it appears that there is and will be at the time of implementation of the Redevelopment Plan no shortage of available comparably priced and located dwelling units for the relocation of 30 households.

The relocation of the residents of the sheltered care facilities from within the Renewal Area, estimated to number approximately 344 persons, will require a number of years to be accomplished. The necessary relocations will require more than five years to complete because of the large number of persons involved. The City will make every effort to find suitable accommodations to relocate these persons. It is expected that the City will be aided in this sustained long term effort by a variety of State and County agencies and private organizations.

The relocation of households and Sheltered Care Facility Residence described above will take place to the extent described above only if the Redevelopment Plan is fully implemented. In other words, no relocation will be necessary unless, or until, there is interest in developing the particular sites on which these persons are presently residing.

If and when the Redevelopment Plan is implemented in an area which requires persons to be displaced, prior to any relocation activities, the City will comply with applicable provisions of the Relocation Assistance Law of 1967, N.J.S.A. 52:31B-1 et seq. and the Relocation Assistance Act, N.J.S.A. 20:4-1 et seq., the Relocation Assistance and Eviction Regulations of the Department of Community Affairs, N.J.A.C. 5:11-1.1 et seq., and any Federal statutes and regulations that might become applicable as a result of the use of Federal funds, etc., i.e., the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, 42 U.S.C. 4601 et seq., and the Uniform Relocation Assistance and Real Property Acquisition Regulations, 24 C.F.R. 42.1 et seq.

No relocation activities may take place until a Workable Relocation Assistance Program (WRAP) plan is prepared and submitted to the Department of Consumer Affairs for approval. The WRAP plan must include measures, facilities or services as are necessary in order to:

1. Determine the needs of the displacees;

2. Assist displacees in obtaining replacement housing and business locations;

3. Provide an analysis of Federal, State and Local programs affecting the availability of housing;

4. Secure the coordination of relocation activities with other displacing agencies;

5. Assist in minimizing hardships to displacees;

6. Determine the extent of the need of each displacee for relocation assistance;

7. Assure the availability of decent, safe and sanitary replacement housing;

8. Determine the source, amount and availability of funds necessary to complete relocation;

9. Provide any other information deemed necessary by the Department of Consumer Affairs to insure the provisions of the Relocation Assistance Act are carried out.

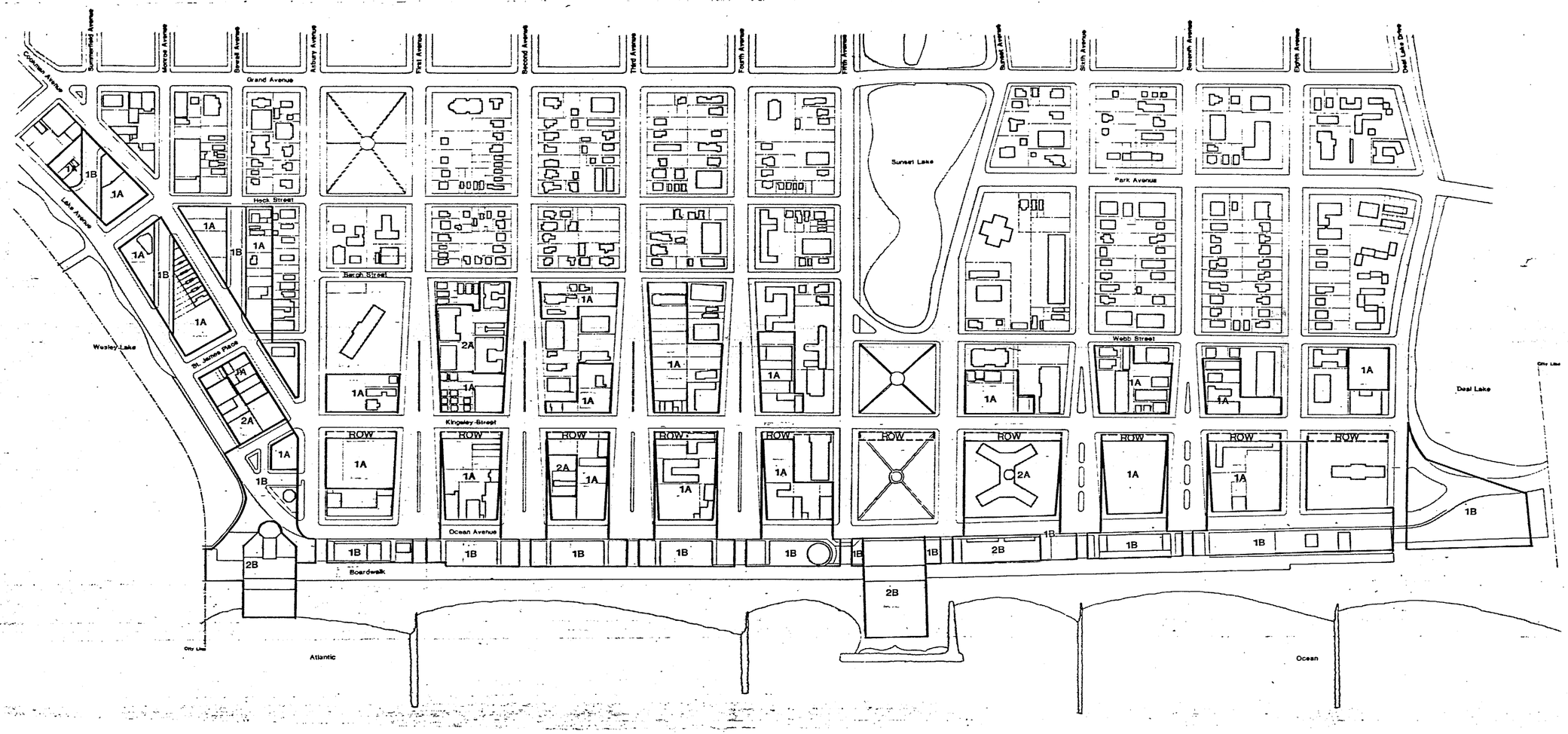
A Workable Relocation Assistance Plan will be prepared for each unit or stage of development, prior to any relocation taking place.

It is anticipated that the cost of relocation will be borne by the displacing agency, although the displacing agency may apply for and receive grants to cover the cost or portion thereof, or arrange for relocation costs to be borne by a developer or another party.

The City will meet with the New Jersey Office of the Public Advocate to further discuss relocation.

Composite Treatment Plan

The recommended treatment of all properties included in the Redevelopment Plan for assembly/acquisition, clearance, rehabilitation, development or redevelopment is depicted on Figure 25. The areas shown include street rights-of-way that are to be closed and made available for development.



Asbury Park

Waterfront Redevelopment Plan

PROPOSED TREATMENT PROGRAM

1. Redevelopment (Clearance) or Development (No Clearance)
   A. On Private Property
   B. On Public Property
2. Rehabilitation
   A. On Private Property
   B. On Public Property

North

Scale 0' 100' 200'

Figure 25

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The area recommended for development or redevelopment on Figure 25 totals 48 acres of which 24.7 acres are currently privately owned and 23.3 acres are in public ownership. A large share of the public land proposed for development or redevelopment is included in the publicly owned boardwalk, while the balance of the public land is in street rights-of-way proposed for closing. The combination of public and private lands proposed for development or redevelopment includes a high proportion of the boardwalk and beachfront blocks in the City from the northern boundary with Loch Arbor all the way south to Asbury Avenue and southwest along Wesley Lake to Grand Avenue. The areas so designated also include a significant proportion of the properties fronting on the west side of Kingsley Street from Eighth Avenue south to Asbury Avenue.

In terms of rehabilitation of public properties, the plan is more selective. Only three major public properties, the Casino Building and Carousel and Power Plant Complex, Convention Hall and Sunset Pavillion located on a total of 3.5 acres of land, are designated for rehabilitation. As for private properties, six apartment houses of varying sizes sited on 3.03 acres of land plus the Berkely-Carteret Hotel on an 2.55 acre site currently undergoing extensive rehabilitation, are designated for rehabilitation.

Where existing street rights-of-way are proposed to be converted to public parking lots, the land areas involved have not been included, but where some portion of the existing roadbed would be made available for development, the acreage involved has been included in the above figures.

Composite Public Improvements Plan

Successful implementation of the Waterfront Redevelopment Plan will require extensive public improvements to streets, parkland and selected public buildings and the construction of extensive area of public parking. Figure 26 presents a composite of all of the major public improvements proposed.

Landscape improvements are proposed around Deal Lake east of Park Avenue, around Sunset Lake, including the block square park to the east, along Wesley Lake between St. James Place and Grand Avenue, and along both sides of First, Second, Third, Fourth, Sixth and Seventh Avenues between Kingsley and Bergh or Webb Streets. In addition, a general program of street tree planting and improved maintenance will be implemented for the streets in the western rehabilitation area.

Increases in parkland will be concentrated around the southern edge of Deal Lake, at the "flume" at the northern City border with Loch Arbor, at the eastern edge of Sunset Lake, and along Wesley Lake between St. James Place and Grand Avenue.

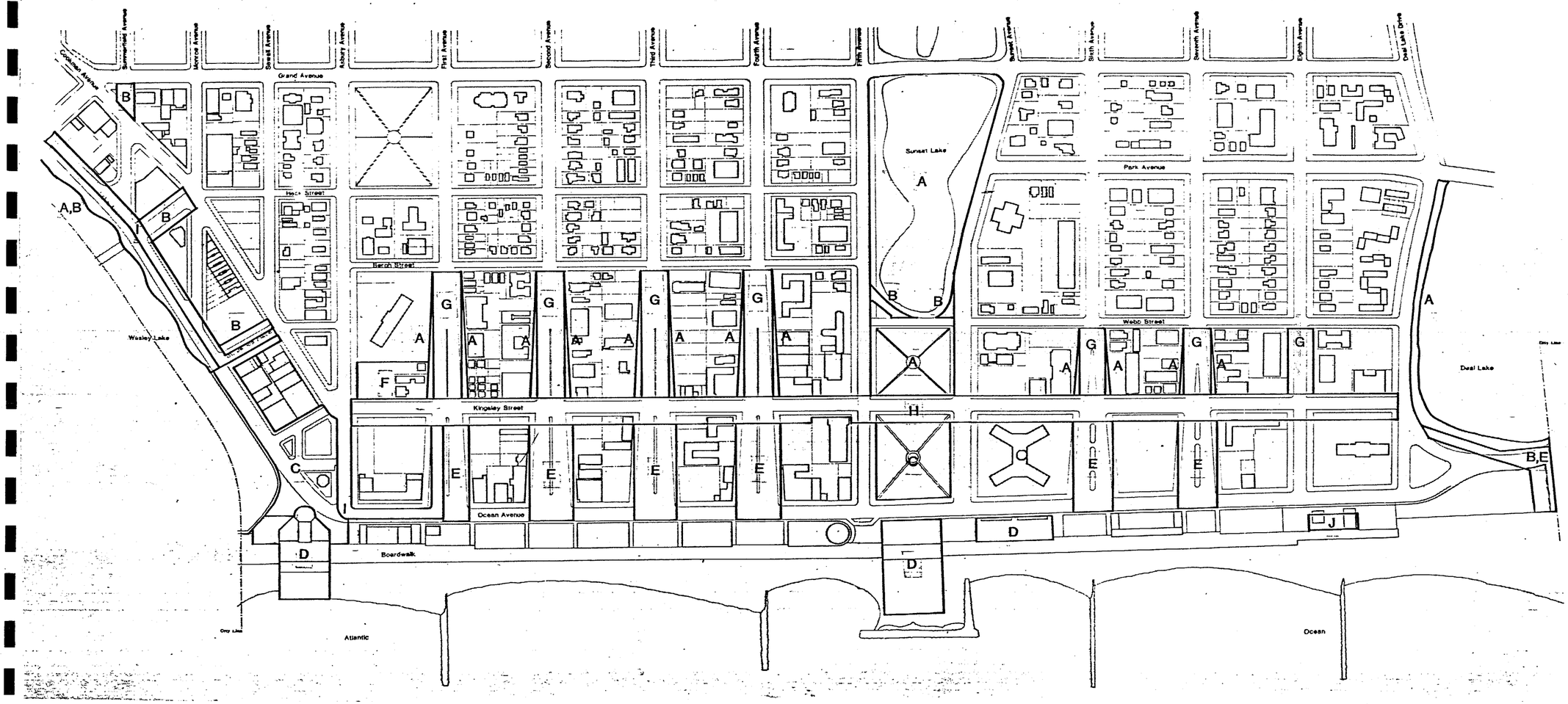
Two major features of the Redevelopment Plan include the proposed construction of a large multi-purpose public plaza on Wesley Lake west of the Casino-Carousel complex and the modification of Bradley Park as a multi-purpose public plaza. The first plaza will be complemented by the proposed comprehensive rehabilitation of the Casino-Carousel complex and the adjacent abandoned power plant. The second plaza will be complemented by the rehabilitation of Convention Hall.

The single most important building proposed for rehabilitation in the plan is Convention Hall. A comprehensive rehabilitation program for this building will include major internal changes leading to the creation of a 50,000 square foot exhibition area. This is considered essential to the long term success of a rehabilitated Berkely-Carteret and the general revitalization of hotel and entertainment activities in the area.

The creation of new and the reorganization of existing public parking facilities in the Redevelopment Plan area represents a major public action. Three types of parking improvements are proposed:

- Reconstruction of Second, Third, Fourth, Sixth and Seventh Avenue and one-half of First Avenue between Ocean and Kingsley for metered public parking.

- Partial reconstruction of First, Second, Third, Fourth, Sixth and Seventh Avenues between Kingsley and Bergh or Webb Street to provide for uniform diagonal parking as well as two-way through traffic.



Asbury Park

Waterfront Redevelopment Plan

COMPOSITE PUBLIC IMPROVEMENT PROGRAM

- A Landscape Improvements
- B Parkland Increase.
- C Plaza Construction
- D Municipal Buildings Rehabilitated
- E Public Parking Lot
- F Public Parking Lot or Garage
- G Reconstructed Street for Diagonal Parking
- H Kingsley Street Reconstructed
- I Reconstruction as Narrow One Way Street
- J Remove Sewage Treatment Plant

North

Scale 0' 100' 200'

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- Construction of a public parking lot at Kingsley and Asbury Avenue in the short term and a possible multi-storage parking garage at this location in the future if required by parking demand in the immediate vicinity.

Another key public improvement essential to the long term success of the plan is the two phase reconstruction of Kingsley Street from Asbury Avenue to Deal Lake Drive. Initially, this street will be converted to two-way traffic movement accommodating four moving lanes where necessary within the existing 75 foot right-of-way. As redevelopment along the Waterfront proceeds, the plan calls for full reconstruction of the street at a later time within a widened 100 foot right-of-way as a four lane street with a wide landscaped center median for left turns and curb parking on both sides of the street. Another street modification of importance called for in the plan is the reconstruction of Lake Avenue from Grand to St. James Place as a narrowed single lane westbound road designed to accommodate local traffic only and to allow for an increase in the width of the park strip along Wesley Lake.

Although not spelled out in the Waterfront Redevelopment Plan in specific terms, the selected relocation and modification of underground utilities may be required in some areas. The plan calls for the reservation of a utility easement along the eastern edge of Ocean Avenue where there is now a significant concentration of underground utilities to minimize relocation needs. However, some relocation of utilities will still be needed, particularly curb inlets and storm drains within the roadbed of some of the streets proposed for closing. The precise extent of these public improvements can only be determined through more detailed engineering analysis.

The replacement of the present sewage treatment plant located on the Boardwalk at Eighth Street is considered to be important to the successful renewal of the northern section of the Waterfront. The present plant has excess capacity but furnishes only primary treatment. The City is presently planning development of a sewage treatment facility which will furnish secondary treatment. The City's long range planning provides for increased capacity to handle the development proposed in the Plan as the need develops. Therefore, for purpose of the Waterfront Redevelopment Plan, it has been proposed that the present treatment plant be relocated.

Administrative and Procedural Requirements

1. Amending the Waterfront Redevelopment Plan

   Upon compliance with the requirements of applicable law, the Redevelopment Agency, subject to study and recommendation of the Planning Board of the City of Asbury Park, may amend, revise or modify this Plan at any time, provided that, in respect to any land in the Renewal Area previously disposed of, for redevelopment in accordance with the provisions of the Plan, the City Council must first receive the written consent of such purchaser(s), or lessee(s) or their successor(s) in interest(s), whose land(s) in the sole opinion of the Redevelopment Agency would be adversely affected by amendment, revision or modification of the Plan.

2. Termination of Redevelopment Plan

   This Plan and amendments, revisions or modifications thereof shall be in full force and effect for a period of thirty (30) years from the date of approval of this Plan by the City Council.

3. Relationship of Waterfront Redevelopment Plan to the Asbury Park Master Plan

   The Asbury Park Master Plan was updated last in 1978, following the generation and approval of a three year Community Development Block Grant Program for the City in 1976. As required by State Law, the Master Plan, as finally approved by the City Council to reflect the changes necessitated by the Redevelopment Plan, will control.

4. Zoning Changes Required

The pattern of land use and densities or intensities of development specified in the Waterfront Redevelopment Plan for the renewal area and the eastern rehabilitation area does not necessarily reflect the requirements of any of the specific zoning districts within the City as contained within the present zoning ordinance.

Where the land uses and densities specified in the redevelopment plan are inconsistent with the present zoning ordinance, the City Council will amend the zoning ordinance to allow the land uses and density requirements provided for in the redevelopment plan.

Subsequently, the City will need to specify in much greater detail the regulations affecting building height, bulk, set backs, floor area ratios, parking and other relevant development restrictions for the redevelopment plan area. Ideally, this should be done comprehensively for the City as a whole as soon as possible.

5. Criteria and Procedure for Redeveloper Selection

The Redevelopment Agency, acting for the City of Asbury Park, proposes to sell, lease or otherwise convey to a Redeveloper(s) for development, subject to the restrictions, controls and requirements of this Plan, all or any part(s) or portion(s) of land within the Renewal Area which becomes available for disposal as a result of public action under this Plan.

The following restrictions and controls on redevelopment and requirements and obligations with respect thereto, are hereby imposed and shall apply notwithstanding the provisions of any zoning or building ordinance or other regulations now or hereafter in force; items (b) through (g) hereunder shall be implemented by appropriate covenants or other provisions in disposition instruments:

a. Potential redevelopers will be required to submit to the Redevelopment Agency for review and approval prior to the designation of a redeveloper(s) and execution of any disposition instrument(s) for any land reuse parcel(s): documentation evidencing financial responsibility and capability with respect to development proposed, estimated offering price and deposit for acquisition of land(s) to be developed, estimated total development cost, estimated time schedule for start and completion of development, site plans, preliminary plans, outline specifications and elevations sufficient in scope to demonstrate the design, architectural concepts, proposed distribution and intensity of uses, parking, loading, landscaping and/or passive recreation space, and sign proposals for any proposed development of a non-residential nature; and site plans, preliminary plans, outline specification and elevations, sufficient in scope to demonstrate the design, architectural concepts, bedroom distribution and size of dwelling units, parking, landscaping, active and/or passive recreation space, and sign proposals for any proposed residential development.

The Redevelopment Agency shall not certify its approval of any submission required by this provision or designate a redeveloper(s), unless the City Council has first by resolution approved such submission and the proposed designation of a redeveloper.

b. The estimates referred to in section a above shall be finalized by the designated redeveloper(s) (hereinafter referred to as the "redeveloper(s)") at the time of execution of the disposition instrument(s).

Prior to the commencement of construction of any improvements on renewal area land, final plans and specifications must be submitted to the Redevelopment Agency by the redeveloper for approval to insure conformance with the approved preliminary submission.

The Redevelopment Agency shall not certify its approval of any submission required by this provision, unless the City Council has first, by resolution, approved such submission.

c. The redeveloper(s) will be obligated to carry out certain specified improvements in accordance with the Redevelopment Plan.

d. The redeveloper(s) and his successors or assigns shall devote land to the use(s) specified in this Plan for such area for the period of the duration of the Redevelopment Plan and shall not devote such land to any other use(s).

e. The redeveloper(s) shall begin and complete the development of said land for the use(s) required in this Plan within a reasonable time as determined by the Redevelopment Agency, with concurrence of the City Council.

f. The Redevelopment Agency shall consent to the disposition of all or any part of the redeveloper(s) of all the improvements, rebuilding and redevelopment work required.

   The redeveloper(s) will not be permitted to dispose of property until the improvements are completed without prior written consent of the Redevelopment Agency, which consent will not be granted except under conditions that will prevent speculation and protect the interests of the City of Asbury Park.

g. No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the Redevelopment Agency or by purchasers or lessees from them or by any successors in interest of such purchasers or lessees, by which land in the Renewal Area is restricted as to sale, lease, or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status.

The Redevelopment Agency or any of their assigns nor any purchasers or lessees from them nor any successors in interest to any such purchasers or lessees shall discriminate upon the basis of race, creed, religion, ancestry, national origin, sex or marital status in the sale, lease or rental or in the use and occupancy of land or improvements erected or to be erected thereon, or any part thereof, in the Renewal Area.

Furthermore, no covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the Redevelopment Agency nor by any purchaser or lessee from them or by any successor in interest of such a purchaser or lessee, whereby land in the Renewal Area to be used for residential purposes is restricted in occupancy to persons who have or do not have children in their household.

The foregoing restrictions shall be implemented by appropriate covenants or other provisions in disposition instruments.

If a non-profit corporation is created for the purpose of implementing the redevelopment plan, the Redevelopment Agency reserves the right to waive compliance with any or all of the above criteria and procedures for redeveloper selection on condition that any redeveloper which the non-profit corporation ultimately selects to accomplish redevelopment must comply with such criteria and procedures.

6. Standards for the Rehabilitation of Buildings

All properties designated for rehabilitation in the Waterfront Redevelopment Plan will be rehabilitated by one of two means; by current or future private owners or by redevelopers specifically selected by the Redevelopment Agency. In the latter case, the specification of the rehabilitation program and all related development requirements as well as the procedures for the selection of a redeveloper for each individual property or properties will be similar to the requirements of

section 5 above. In the case of rehabilitation by private owners, the following general standards will apply:

a. Further conversions of single-family dwellings to multi-family use or the further subdivision of multi-family structures to create a larger number of apartments will be prohibited.

b. The provisions of all applicable fire, safety and building codes such as adequate fire exits, fire stairs, smoke alarms, sprinkler systems, mechanical and electrical systems, and building materials will be strictly met.

c. Proposed uses and densities of development in rehabilitated structures must be consistent with those designated in the Redevelopment Plan. All other provisions of the present or revised zoning code including such requirements as front, side and rear yard setbacks, ground coverage, floor area ratios, and building height limitation must be met unless specific relief from one or more such requirements is granted by the City.

d. Off-street parking for the proposed uses in the rehabilitated structures must be in accordance with the parking requirements detailed in the Redevelopment Plan.

e. Building owners will be encouraged to make all substantially rehabilitated structures accessible to the elderly or handicapped according to the applicable requirements for the proposed commercial or residential uses.

f. All commercial properties proposed for rehabilitation must have adequate off-street loading docks or areas as well as adequate off-street parking.

g. Building rehabilitation design concepts must pursue the preservation and enhancement of the architectural character of the present structures, especially those structures identified as having unusual historic, architectural or visual significance.

h. The rehabilitation of individual buildings or groups of buildings should include as our integral part of the design concept the provision for and improvement of outdoor open space, including paving materials, landscape materials, lighting, visual screening where applicable, and general site amenities.

i. Both interior as well as exterior materials used for the rehabilitation of existing structures, as well as the workmanship should be of high quality, consistent with applicable building codes and appropriate for the setting and architectural character of the structures being rehabilitated.