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**STEINER AVENUE SCATTERED SITES
REDEVELOPMENT PLAN
BOROUGH OF NEPTUNE CITY, NEW JERSEY**

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A Borough Council Resolution, dated July 27, 2009

INTRODUCTION

This document serves as the Redevelopment Plan for the Steiner Avenue Scattered Sites Redevelopment Area, and was prepared pursuant to Section 40A:12A-7 of the Local Redevelopment and Housing Law, which provides that

“no redevelopment projects shall be undertaken or carried out except in accordance with a Redevelopment Plan adopted by ordinance of the municipal governing body upon its finding that the specifically delineated project area is located in an area in need of redevelopment or an area in need of rehabilitation or in both...”

The Steiner Avenue Scattered Sites Redevelopment Plan serves as the formal planning document for the revitalization of the Redevelopment Area. One of the primary goals of the Borough Master Plan is to make the Steiner Avenue light industrial area more compatible with surrounding residential development. This goal and the policies to effectuate it have been consistently identified and discussed in borough planning documents since the 1999 Master Plan.

One of the core strategies in revitalizing the redevelopment area is to identify opportunities for new development and property renovation. The area is currently characterized by a mixed-use development pattern, including light industrial, commercial, public and residential uses. These properties are currently zoned for commercial, light industrial and residential use. In order to stimulate an appropriate redevelopment strategy for this area, this plan designates the area for medium density residential uses, comprised of single-family residences, townhouses and multifamily residences, offices, and mixed-use development featuring a combination of ground floor retail sales and services and/or professional offices with upper story residences. The intent of such development is to make the area more consistent and compatible with surrounding residential neighborhoods, to provide opportunities for neighborhood-oriented retail sales and services and professional office space, and to capitalize upon on the area’s close proximity of the Bradley Beach and Belmar train stations as well as the Jersey Shore Medical Center.

The Borough has determined that the statutory redevelopment process provides the most appropriate approach to achieving its revitalization efforts within the Steiner Avenue Scattered Sites Redevelopment Area. The Borough Council authorized the Neptune City Land Use Board to

perform a preliminary investigation to determine whether certain properties (known as the Steiner Avenue Scattered Sites Redevelopment Area) qualified as "an area in need of redevelopment." These properties, now known as the Steiner Avenue Scattered Sites Redevelopment Area, were declared to be "an area in need of redevelopment" by the Borough Council on July 27, 2009. A copy of the resolution is provided in Appendix A.

STATUTORY REQUIREMENTS

According to State statute, a redevelopment plan must include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate the following:

- Its relationship to definitive local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
- Proposed land uses and building requirements in the project area.
- Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
- An identification of any property(s) within the redevelopment area proposed to be acquired in accordance with the redevelopment plan.
- Any significant relationship of the redevelopment plan to 1) the master plan of contiguous municipalities; 2) the master plan of the county in which the municipality is located; and, 3) the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" P.L. 1985, c.398 (C52:18A-196 et seq.).

AREA DESCRIPTION

The Steiner Avenue Scattered Sites Redevelopment Area, as adopted by the Borough Council, consists of ten properties in five tax blocks. The redevelopment area also includes the Field Street right-of-way, which is no longer used for vehicular circulation. The overall area is approximately 5.77 acres in size. The properties that are included in this Redevelopment Plan are listed in Table 1.

Table 1
Steiner Avenue Scattered Sites
Redevelopment Area Properties
by Redevelopment District

Redevelopment District	Block/Lot	Address	Approximate Lot Area (acres)
Steiner Avenue Residential	12/10	99 Steiner Ave	1.74
Steiner Avenue Residential	12/14	99 Steiner Ave	0.18
Sub Area			1.92
Steiner Avenue Transitional	11/1	86 Steiner Ave	0.23
Steiner Avenue Transitional	11/13	1 Midwood St	0.11
Steiner Avenue Transitional	13/1	87 Rosewood Pl	1.68
Steiner Avenue Transitional	13/2	80 Steiner Ave	0.37
Steiner Avenue Transitional	13/5	82 Steiner Ave	0.09
Sub Area			2.48
Laird Avenue Residential	8/5	102 Laird Ave	0.32
Laird Avenue Residential	8/6	100 Laird Ave	0.53
Laird Avenue Residential	18/1	96 Laird Ave	0.38
Laird Avenue Residential	Field Street	Right-of-way	0.14
Sub Area			1.37
Total Area			5.77

As identified on Figure 1 (Steiner Avenue Scattered Sites Redevelopment Plan Properties Map), the area to be redeveloped is generally located along and between Steiner Avenue and Memorial Drive.

RELATIONSHIP TO DEFINITIVE LOCAL GOALS

One of the key issues discussed in the Borough's 2005 Master Plan Re-examination Report is the incompatibility of the light industrial district with surrounding residential neighborhoods. The need to make this area more compatible with surrounding residential development, while potentially allowing for new businesses that reflect current trends in technology, is specifically identified as a land use issue in the 1999 Master Plan. Further, the master plan indicates the Borough's intent for land use and development in the Steiner Avenue neighborhood, as follows:

- Consideration of a change to a light industrial designation may open up redevelopment of properties between Steiner Avenue and Memorial Drive to businesses which reflect current trends in technology. In addition, recognition of smaller businesses which are located along the major roadways will encourage additional development in this direction.
- The existing Industrial area located between Steiner Avenue and Memorial Drive was seen to be an important part of the Land Use of the Borough of Neptune City. It was recognized that previous uses which may have been in the area were not in keeping with the current residential character.
- The intention of the proposals contained in this Master Plan for the Borough of Neptune City is to preserve the residential integrity of the Borough, while maintaining a healthy economic balance with respect to the natural environment which exists.

The essence of these references is that the Borough recognizes that the longstanding substandard conditions found in the Steiner Avenue industrial neighborhood are no longer tolerable with respect to the overall quality of life in Neptune City. In response, the Borough has decided to undertake a pro-active role in changing the character of this area. To reinforce the overall goal of revitalization for the Steiner Avenue neighborhood, the Borough's goals and objectives for land use and development within the Steiner Avenue Scattered Sites Redevelopment Area are listed in the following section of this plan. These goals and objectives relate to land use, density of population, intensity of development, improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.

REDEVELOPMENT PLAN GOALS AND OBJECTIVES

The following goals and objectives are intended to guide to the Steiner Avenue Scattered Sites Redevelopment Area:

- To encourage a mix of residential, retail, office, and public uses that reinforces the central business district and capitalizes on the area's proximity to the rail station.
- To create an aesthetic character and scale within the Redevelopment Area that is consistent with that of the Borough as a whole.
- To provide opportunities for neighborhood-oriented retail sales and services in order to expand the range of such establishments in the borough.
- To improve opportunities for professional office development, especially in relation to the Jersey Shore Medical Center.
- To create positive tax benefits for the Borough.
- To address the parking needs of businesses and residents.
- To encourage pedestrian activity through a coordinated pedestrian system.
- To capitalize on the proximity of the redevelopment area to the Bradley Beach and Belmar train stations.
- To improve the visual streetscape within the redevelopment area through design and signage standards.
- To improve the public elements of the streetscape, e.g., lighting, paving, pedestrian linkages.
- To control the location, size, scale and aesthetic character of parking lots and structures.

RELATIONSHIP OF PLAN TO BOROUGH DEVELOPMENT REGULATIONS

The redevelopment area shall be redeveloped in accordance with the standards detailed in this Plan, which supersedes the use and bulk provisions of Neptune City's Land Development Regulations. In addition, the plan provides additional design standards specific to the Steiner Avenue Redevelopment Area. Other Borough regulations affecting development that are in conflict are superseded by this Plan. However, existing engineering standards and definitions shall apply.

The Land Use Board may grant deviations from the bulk standards contained in this redevelopment plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, preexisting structures or physical conditions uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design standard or regulation adopted pursuant to the Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the development of such property. The Land Use Board may also grant such relief in an application relating to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by a deviation from the strict application of the bulk standards of this Plan, and the benefits of the deviation would substantially outweigh any detriments. No relief may be granted under the terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the Steiner Avenue Redevelopment Plan. An application requesting a deviation from the requirements of this Redevelopment Plan shall provide notice of such application in accordance with the requirements of N.J.S.A. 40:55D-12a-b.

Deviations from the uses permitted in the Redevelopment Area shall be permitted only by means of an amendment to the Redevelopment Plan by the Borough Council.

All development must be approved by the Land Use Board and shall be submitted through the normal site plan and subdivision procedures as identified by N.J.S.A. 40:55D et seq., as well as the Borough's Land Development Ordinance.

DISTRICT STANDARDS

It is the intent of this Plan to encourage the development and redevelopment of the Steiner Avenue Scattered Sites Redevelopment Area for a mix of uses that are compatible with existing development in the surrounding neighborhoods, while providing sufficient intensity of development to foster the renovation of the area. The following three districts and applicable zoning standards are established for the Redevelopment Area: the Steiner Avenue Residential District, the Steiner Avenue Transitional District, and the Laird Avenue Residential District (see Figure 2 - District Boundaries Map). These standards contain information pertaining to the purpose of the districts, permitted and accessory uses, and district specific standards. The general design standards provided in the following section of this plan shall apply to all three districts.

Steiner Avenue Residential District



Objective:

To provide residential uses that will be compatible with adjacent residential uses and capitalize on the proximity of the Redevelopment Area to the Bradley Beach and Belmar train stations.

Principal Permitted Uses:

Multifamily residences, attached single-family residences, and detached single-family residences.

Accessory Uses:

Gym and recreational facilities commonly associated with residential uses, parking (including structured parking), signage, and uses customarily incidental and accessory to the principal residential use.

Bulk Standards:

Lot area: Minimum lot area for a multifamily residential or attached single-family residential development shall be 80,000 square feet. Minimum lot area for detached single-family residences shall be 5,000 square feet.

Setbacks: Minimum front yard setback shall be twenty-five (25) feet. Minimum side yard setback shall be twenty (20) feet. Minimum rear yard setback shall be thirty-five (35) feet.

Lot coverage: Maximum impervious coverage shall be 75 percent.

Density: Maximum residential density shall be twenty (20) dwelling units per acre.

Maximum building height – Multifamily residences shall not exceed a height of four (4) stories/45 feet. Single-family residences shall not exceed a height of two and one-half (2½) stories/35 feet. However, this standard shall not apply to building appurtenances designed exclusively for ornamental or screening purposes such as spires, cupolas, or towers, or parapets. No appurtenances shall exceed ten (10) feet above the permitted maximum building height.

Parking:

Off-street parking shall be provided pursuant to the Residential Site Improvement Standards.

Other Standards: Building height shall be defined as the average finished ground elevation around the foundation to the top of the roofline, not including parapet walls.

Dwelling units in multifamily and attached single-family residences shall comply with the following: One bedroom dwelling units shall have a minimum floor area of 750 square feet, and two bedroom dwelling units shall have a minimum floor area of 1,000 square feet.

Off-street parking shall not be located in any required front yard.

Affordable housing dwelling units shall be provided pursuant to the requirements of the Council on Affordable Housing.

**Steiner Avenue Residential District
Bulk Standards**

Zoning Standard	Requirement
Minimum lot area (square feet)	
Multifamily residences	80,000
Attached single-family residences	80,000
Detached single-family residences	5,000
Minimum front yard setback (feet)	25
Minimum side yard setback (feet)	20
Minimum rear yard setback (feet)	35
Maximum impervious coverage (percent)	75
Maximum density (dwelling units per acre)	20

Maximum building height (feet/stories)	
Multifamily residences	45/4
Attached single-family residences	35/2½
Detached single-family residences	35/2½

Steiner Avenue Transitional District



Objective: To establish an area that permits residential, professional office and mixed-use development, and which capitalizes on the proximity of the Redevelopment Area to the Bradley beach and Belmar train stations.

Principal Permitted Uses: Multifamily residences, attached single-family residences, detached single-family residences, professional offices and similar medical facilities, and mixed-use development consisting of ground floor neighborhood-oriented retail sales and services, restaurants, and/or professional or business offices and upper story apartments or lofts.

Accessory Uses: Parking, signage, accessory buildings and structures customarily incidental to the principal use.

Bulk Standards: Lot area: Minimum lot area for a multifamily residential, attached single-family residential office or mixed-use development shall be 65,000 square feet. Minimum lot area for detached single-family residences shall be 5,000 square feet.

Lot coverage: Maximum impervious coverage shall be 75 percent.

Density: Maximum residential density shall be 20 dwelling units per acre.

Floor area ratio: The maximum floor area ratio for commercial and mixed-use development shall be 1.0.

Maximum building height – Multifamily residences and mixed-use buildings shall not exceed a height of four (4) stories/45 feet. Single-family residences shall not exceed a height of two and one-half (2½) stories/35 feet. Professional office buildings shall not exceed a height of three (3) stories/42 feet. No appurtenances shall exceed ten (10) feet above the permitted maximum building height.

Setbacks: Minimum front yard setback shall be twenty-five (25) feet. Minimum side yard setback shall be twenty (20) feet. Minimum rear yard setback shall be twenty-five (25) feet.

Parking:

Off-street parking for residential uses shall be provided pursuant to the Residential Site Improvement Standards. Off-street parking for office and retail uses shall be provided pursuant to Section 139-47 of the Borough's Land Development Ordinance.

The off-street parking requirement may be reduced for a proposed redevelopment project that incorporates the use of shared parking facilities or street parking located immediately in front of the project site. The Land Use Board, at its discretion, may grant a reduction in the number of required parking spaces during site plan review. Any such reduction shall rely on the findings of a parking study, and such study shall demonstrate that the number of parking spaces available for the proposed uses is sufficient and shall not result in any adverse impacts to traffic or parking on streets within the surrounding area.

Other Standards:

Building height shall be defined as the average finished ground elevation around the foundation to the top of the roofline not including parapet walls.

Commercial uses shall only be located on the first floor of any mixed-use building. Residential uses shall not be located on the first floor of any building containing a non-residential use.

Access to residential units shall be separate from the access for any non-residential use on a mixed-use building.

Dwelling units in mixed-use buildings shall contain a complete kitchen, toilet and bathing facilities, and not more than two (2) bedrooms.

Dwelling units in multifamily and attached single-family residences, as well as mixed-use buildings, shall comply with the following: One bedroom dwelling units shall have a minimum floor area of 700 square feet, and two bedroom dwelling units shall have a minimum floor area of 1,000 square feet.

Lofts may contain an open mezzanine, which may not exceed thirty (30) percent of the lower level floor plan. Occupancy of loft apartments shall be limited to one person per 400 square feet of gross floor area. Lofts shall contain a kitchen area, toilet and bathing facilities, and not more than two bedrooms or sleeping areas.

Individual non-residential establishments in a mixed-use structure or building shall be limited to a gross floor area of 4,000 square feet, except that any restaurant may have a gross floor area up to 6,500 square feet.

Off-street parking shall not be located in any required front yard.

Affordable housing dwelling units shall be provided pursuant to the requirements of the Council on Affordable Housing.

**Steiner Avenue Transitional District
Bulk Standards**

Zoning Standard	Requirement
Minimum lot area (square feet)	
Multifamily residences	65,000
Attached single-family residences	65,000
Offices	65,000
Detached single-family residences	5,000
Minimum front yard setback (feet)	25
Minimum side yard setback (feet)	20
Minimum rear yard setback (feet)	25
Maximum impervious coverage (percent)	75
Maximum density (dwelling units per acre)	20
Floor area ratio	
Commercial uses	0.75
Offices	0.75
Maximum building height (feet/stories)	
Multifamily residences	45/4
Attached single-family residences	35/2½
Offices	42/3
Detached single-family residences	35/2½

Laird Avenue Residential District



Objective:

To provide residential uses that will be compatible with adjacent residential uses and capitalize on the proximity of the Redevelopment Area to the Bradley Beach and Belmar train stations.

Principal Permitted Uses:

Multifamily residences, attached single-family residences, and detached single-family residences.

Accessory Uses:

Parking, signage, accessory buildings and structures customarily incidental to the principal use.

Bulk Standards:

Lot area: Minimum lot area for a multifamily residential or attached single-family residential development shall be 50,000 square feet. Minimum lot area for detached single-family residences shall be 5,000 square feet.

Lot width: Minimum lot width for a detached single-family residence shall be 50 feet.

Setbacks for multifamily residences: Minimum front yard setback shall be ten (10) feet. Minimum side yard setback shall be ten (10) feet. Minimum rear yard setback shall be twenty-five (25) feet.

Setbacks for detached and attached single-family residences: Minimum front yard setback shall be twenty-five (25) feet.

Minimum side yard setback shall be five (5) feet. Minimum combined site yard setback shall be fifteen (15) feet. Minimum rear yard setback shall be twenty-five (25) feet.

Lot coverage: Maximum impervious coverage shall be 75 percent.

Density: Maximum residential density shall be twenty (20) dwelling units per acre.

Maximum building height – Multifamily residences shall not exceed a height of three (3) stories/42 feet. Single-family residences shall not exceed a height of two and one-half (2½) stories/35 feet. However, this standard shall not apply to building appurtenances designed exclusively for ornamental or screening purposes such as spires, cupolas, or towers, or parapets. No appurtenances shall exceed ten (10) feet above the permitted maximum building height.

Parking:

Off-street parking shall be provided pursuant to the Residential Site Improvement Standards.

Other Standards:

Building height shall be defined as the average finished ground elevation around the foundation to the top of the roofline, not including parapet walls.

Dwelling units in multifamily and attached single-family residences shall comply with the following: One bedroom dwelling units shall have a minimum floor area of 750 square feet, and two bedroom dwelling units shall have a minimum floor area of 1,000 square feet.

Affordable housing dwelling units shall be provided pursuant to the requirements of the Council on Affordable Housing.

**Laird Avenue Residential District
Bulk Standards**

Zoning Standard	Requirement
Minimum lot area (square feet)	
Multifamily residences	50,000
Attached single-family residences	50,000
Detached single-family residences	5,000
Minimum front yard setback (feet)	10
Minimum side yard setback (feet)	10
Minimum rear yard setback (feet)	10
Maximum impervious coverage (percent)	75
Maximum density (dwelling units per acre)	20
Maximum building height (feet/stories)	
Multifamily residences	42/3
Attached single-family residences	35/2½
Detached single-family residences	35/2½

DESIGN STANDARDS

The Borough has given consideration to the design of the Steiner Avenue Scattered Sites Redevelopment Area, and the manner in which the area will complement existing buildings in the surrounding area. The following design standards shall be applied with the use, building and parking requirements defined in the Plan. The design standards shall be consistent with the physical, visual and spatial characteristics of the central business district. In addition, redevelopers are encouraged to design and build in a manner that will advance the State's goals with respect to energy efficiency and conservation by utilizing green elements to the extent possible.

Streetscape, parking, lighting, signage, and landscape design shall be consistent with the design standards in the Borough's Land Development Ordinance. In addition, the following standards shall apply:

- New buildings shall be oriented to the front and relate to public streets and plazas, both functionally and visually. The primary orientation of a building shall not be towards a parking lot.
- Any parking shall be integrated into the overall architectural design of the redevelopment area. Parking shall be located within buildings or away from the street line to the extent practicable.
- Setback areas shall be landscaped with a combination of flowering trees, shrubs, perennials and bulbs to create a garden space.
- A minimum twenty (20) percent of a site's land area shall be devoted to landscaped, open space. Stormwater management basins may be considered as open space, provided such facilities are suitably landscaped.
- The design of landscaped areas shall incorporate best management practices regarding maintenance, including integrated pest management and the use of drought tolerant plantings.
- The appearance of the side and rear elevations of buildings is important, especially if parking is provided next to the buildings. The guidelines for front building façades shall also apply to the rear and sides.
- Loading areas shall be placed in the back or side of buildings, and shall not be visible from the public right-of-way or from adjacent properties. Loading and parking areas shall be suitably buffered and screened to minimize impacts of noise, lighting, glare and visibility.

- Fire escapes shall be prohibited on the front façade of any building.
- The type, shape, pitch, texture and color of a roof shall be architecturally compatible with the building style, materials, colors and details. New rooftop elements, e.g., HVAC, skylights, antennas) shall be screened from the public right-of-way.
- Architectural elements have been designed to be consistent with and complement surrounding residential neighborhoods. An overall framework of design continuity shall be encouraged.
- Signage shall be consistent with the standards provided in the Borough's Land Development Ordinance. However, neon signs shall not be permitted.
- Walls: All buildings shall avoid long, monotonous walls or roof planes. Building wall offsets, including projections and recesses shall be used to add architectural interests and variety to the massing of a building. Building facades shall not exceed a length of 80 feet without providing an offset with a depth of at least five (5) feet.
- Façade Treatment: Buildings façades shall be designed to be consistent and compatible with surrounding residential development. The architectural treatment of the front façade shall be designed to be consistent with regard to style, materials, colors and details. Concrete block shall not be permitted.
- On-site lighting shall be compatible with the architecture of the building and related to the building features. Street lighting shall be consistent with Borough and Jersey Central Power and Light standards.
- All benches, trash receptacles and other street furniture shall be compatible with the architecture of the building and shall be similar to the same features found elsewhere in the Borough.
- Walkways and sidewalks shall be a minimum width of five feet along Steiner Avenue and a minimum width of four feet along other public streets. The Land Use Board may require an increased width near pedestrian generators.
- Streetscape improvements shall be consistent with those established throughout the Borough with the exception of street trees. Street trees shall be of a species similar in habit to the prevailing species, such as October Glory Red Maple or Green Mountain Silver Linden, in order to maintain visual consistency while promoting species diversity.
- Outdoor lighting shall utilize high-pressure sodium lamps, where practical. Borough lighting shall use the most energy efficient lamps available on the market, e.g. LED or metal halide.
- The section of Steiner Avenue within the Redevelopment Area may be redesigned to incorporate a boulevard design concept. The street right-of-way would be comprised of a twelve-foot traveled way and a six-foot wide landscaped median, and the median

would be continuous except for breaks to allow traffic to and from intersecting streets. Traffic calming measures such as curb bump-outs and raised crosswalks may be provided at intersections within the Redevelopment Area.

PHASING

The Borough anticipates that the Steiner Avenue Scattered Site Redevelopment Plan will be implemented in up to three phases, as shown in Figure 3. The redevelopment of Lots 10 and 14 in Block 12 has been given the highest priority in terms of the overall implementation of this plan. This is followed by the redevelopment of the former "Ice House" property in Block 13. The phasing of the redevelopment of the remaining properties may be consecutive, concurrent, or overlap with that of the properties noted above depending on the construction schedule of the Redeveloper.

PROPERTY TO BE ACQUIRED

This Plan authorizes the Borough to exercise its condemnation powers on all properties in the Redevelopment Area to acquire property or to eliminate any restrictive covenants, easements or similar property interest that may undermine the implementation of the redevelopment project.

RELOCATION

The Borough of Neptune City will provide all displaced tenants and landowners with the appropriate relocation assistance, pursuant to applicable State and Federal law. Such assistance will be provided through an appropriately designated office, which will assist in any relocation of persons, businesses or entities. Further, the local housing market, including Neptune City and surrounding communities, contains an ample supply of comparable replacement housing to absorb any residents of Neptune City who may be displaced by the redevelopment process. If the Plan does not cause relocation, the Borough is not responsible for relocation of people and businesses.

RELATIONSHIP TO MASTER PLANS

The Plan is consistent with the Master Plan of the Borough of Neptune City, the master plans of adjacent municipalities, the Monmouth County Strategic Plan, and the State Development and Redevelopment Plan, as follows:

Borough of Neptune City

The 2006 Master Plan Reexamination Report stated a need to control the use and design of industrial properties in the Steiner Avenue light industrial area, a part of which is situated within the Steiner Avenue Scattered Sites Redevelopment Area. The Reexamination Report found that the attractiveness of this area for industrial uses has diminished and that the area has become incompatible with surrounding residential neighborhoods. As a result, this area exerts substantial adverse impacts the quality of life in the adjacent residential neighborhoods. This issue was initially identified in the Borough's 1999 Master Plan. The Steiner Avenue Scattered Sites Redevelopment Plan serves to advance the Borough's plan to enhance the Steiner Avenue industrial area. This redevelopment plan provides an opportunity for eliminating incompatible land uses with compatible residential uses. The plan also allows for the elimination of substandard buildings with new buildings that are more in keeping with the character development in the surrounding residential neighborhoods.

The Steiner Avenue Scattered Sites Redevelopment Plan is consistent with and advances many of the principles, assumptions and policies of the Master Plan, as follows:

Principles

- Encourage residential development in locations and at densities which area compatible with existing development patterns and consistent with Borough standards. Any new development should be properly serviced by public roadways, utilities and services. The redevelopment plan provides for the replacement of incompatible commercial and light industrial uses located in close proximity to single-family residences with medium density residential uses that will be adequately setback and buffered from adjacent residential properties.

- Encourage a development pattern which will protect and enhance the long term economic, social and welfare interests of present and future residents of the Borough. The redevelopment of the area is intended to enhance the quality of life in the community by providing an opportunity to replace substandard commercial and light industrial development with new medium density residential, mixed use, and professional office development.

Assumptions

- That Neptune City will be able to guide its growth in accordance with the Municipal Land Use Law and will have major input into any proposed County, Regional, State and/or Federal development plans which may affect the Borough or its immediate environs. The Borough is taking a pro-active role in reshaping the properties situated within the Steiner Avenue Scattered Sites Redevelopment Area.
- Future growth which has the potential to occur will not exceed the capacity of the Borough to provide essential community facilities, utilities and/or services. The intensity of development is consistent with or lower than the intensity of development that would be permitted through the development of the area pursuant to current zoning standards.

Policies

- Planning will include a variety of residential and non-residential uses which will encourage continuation of an enhancement of the Borough of Neptune City as a quality suburban residential community and as a commercial, employment and recreational center for eastern Monmouth County. The redevelopment plan provides for the new residential development that will be consistent and compatible with the character of development in surrounding single-family neighborhoods. In addition, it provides an opportunity for new mixed-use and office development in an area appropriately buffered from such single-family residences in order to provide neighborhood-oriented retail sales and services.
- To protect and enhance the environmental quality of the Borough. The redevelopment plan provides an opportunity for the continued clean-up of redevelopment area properties with hazardous waste issues.

- To encourage commercial, office, residential and service development within the Borough which will provide employment for residents and contribute to a balanced economic and taxable base for the Borough. The redevelopment plan provides an opportunity to foster office development that would potentially create employment opportunities in conjunction with the anticipated continued growth of the Jersey Shore Medical Center

Boroughs of Avon and Bradley Beach

The Boroughs of Avon and Bradley Beach border the eastern side of the redevelopment area. The adjacent section of Bradley Beach consists of light industrial facilities and the Borough's public works yard, while the adjacent area in Avon is comprised of a commercial district. Memorial Drive and the North Jersey Coast rail line, which act to separate Neptune City from these two neighboring municipalities, will buffer any detrimental areas from these adjacent communities on the redevelopment area. As a result, the redevelopment of the area is not anticipated to have any significant adverse impacts on development in either of these neighboring communities.

Coastal Monmouth Plan

Monmouth County is currently preparing a regional plan for the Coastal Monmouth Region. It is anticipated that the County Planning Board will incorporate the Borough's redevelopment initiative into the Coastal Monmouth Plan. The region includes 30 municipalities located proximate to the Atlantic Ocean, including Neptune City. The region extends from Sea Bright to Manasquan. The document is scheduled for completion by the end of 2009. However, the County Planning Board has released the goals and objectives for this region. A review reveals that the Steiner Avenue Redevelopment Plan is consistent and compatible with the following goals and objectives:

- To preserve and enhance the character and quality of life in the Coastal Monmouth Region. By providing an opportunity for new residential and commercial development on properties currently characterized by substandard commercial and light industrial use, the redevelopment plan will enhance the character of the Borough and the quality of life for its residents.
- To identify and assess current and future land use, economic development, public services, transportation and design issues within the Coastal Monmouth Region. This plan outlines the Borough's approach to future land use and development of the redevelopment area.
- To identify development, redevelopment and revitalization opportunities within the Coastal Monmouth Region. This plan outlines the Borough's pro-active approach in addressing this unique redevelopment opportunity.

- To identify and assess public infrastructure (water, sewer, schools) capacities to ensure sustainable development in the Coastal Monmouth Region. This plan has been designed to provide an opportunity for new development at an intensity that is not greater than the intensity of development than that permitted pursuant to the Borough's current zoning standards.
- To identify and assess urban design strategies that will provide alternative models to address specific design issues identified in the Coastal Monmouth Region. This plan provides development opportunities that are consistent with smart growth principles, including encouraging use of public transportation, locating development in areas already served by public utilities, and providing employment opportunities proximate to residential areas.

State Development and Redevelopment Plan

The State Development and Redevelopment Plan, initially adopted June 12, 1992, designates the Borough of Neptune City as part of the Metropolitan Planning Area. According to the State Development and Redevelopment Plan, most of the communities in this planning area are fully developed or almost fully developed with much of the new growth occurring through redevelopment.

The following policy objectives are intended as guidelines for planning within communities located in the Metropolitan Planning Area:

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| Land Use: | Guide new development and redevelopment to ensure efficient and beneficial utilization of scarce land while capitalizing on the inherent public facility and service efficiencies of the concentrated development patterns. |
| Housing: | Preserve the existing housing stock through maintenance and rehabilitation and provide a variety of housing choices through development and redevelopment. |
| Economic Development: | Promote economic development by encouraging redevelopment efforts such as infill and land assembly, public/private partnerships and infrastructure improvements. |
| Transportation: | Capitalize on the high-density settlement patterns that encourage |

the use of public transit systems and alternative modes of transportation to improve travel among major population centers, employment centers and transportation terminals.

Natural Resources Conservation: Reclaim environmentally damaged sites and mitigate future negative impacts, particularly to waterfronts, scenic vistas, any remaining wildlife habitats and to critical environmental and historic sites generally. Give special emphasis to addressing air quality concerns, provide open space and recreational amenities.

Recreation: Provide maximum recreational opportunities by concentrating on the maintenance and rehabilitation of existing parks and open spaces while expanding the system through redevelopment and reclamation projects.

Public Facilities and Services: Complete, repair or replace existing infrastructure systems to eliminate deficiencies and enable future development and redevelopment efforts.

Intergovernmental Coordination: Provide for the regionalization of as many public services as feasible and economical, and coordinate the efforts of the State, county and municipal governments to ensure sound redevelopment, by encouraging private sector investment and providing supportive government regulations, innovative tax policies and other governmental policies and programs.

The Steiner Avenue Scattered Sites Redevelopment Plan is generally consistent with the objectives of the State Development and Redevelopment Plan (SDRP). The redevelopment area is located in a Metropolitan Planning Area, an area in which development and redevelopment is encouraged according to the SDRP. The redevelopment plan furthers these objectives by providing an opportunity for the replacement of incompatible commercial and light industrial uses with compatible residential, mixed-use and office uses; by expanding the variety of housing options in the Borough; by providing opportunities for employment and economic development in the Borough; by providing an opportunity for higher density uses relatively close to public

transportation facilities; by providing an opportunity for the reclamation of environmentally damaged properties; by providing an opportunity for the enhancement of existing recreational facilities in the Borough; by providing an opportunity to address existing infrastructure issues in the redevelopment area; and, by allowing for the coordination of the redevelopment of the area with the State and Monmouth County.

ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS

Amending the Redevelopment Plan

Upon compliance with the requirements of applicable law, the Borough Council may amend, revise or modify the Plan, as circumstances may make such changes appropriate.

Duration of Plan

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

Conveyance of Land

The Borough may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to the restrictions, controls and requirements of the Plan, all or any portions of the land within the Redevelopment Area which becomes available to disposal by the Borough as a result of public action under this Plan. The Borough may also use its redevelopment powers pursuant to the Local Housing and Redevelopment Law to enter into other agreements with the designated redeveloper in connection with the construction of any aspect of the Plan.

Financing

The Borough may use its redevelopment powers pursuant to the Local Housing and Redevelopment Law to provide financing for any aspect of the Plan. This may include the following: 1) direct financing secured by the revenues from any portion of the project undertaken pursuant to the Plan or by the general taxing power of the Borough; 2) making of any loans to the designated redeveloper; or, 3) the extension of credit to the designated redeveloper in such form as the Borough determines is appropriate. The extension of credit shall not include a guarantee by the Borough of any debt.

Selection of Designated Redeveloper

Potential redevelopers will be required to submit a Statement of Qualifications to the Redevelopment Entity, which the Borough will review in selecting a pool of qualified redevelopers. The Borough will then request specific development proposals from each qualified redeveloper. The following information will be used in the selection of qualified

redevelopers.

In qualifying a Redeveloper, the Borough shall give preference based on the following considerations:

- The redeveloper's qualifications including successful completion of developments of comparable size, complexity and quality.
- Interest in redeveloping the entire area or more than one tract.
- The extent to which a proposal best serves the interests of the Borough in terms of the financial benefits to be derived by the Borough, after consideration of the scale and intensity of development; the proposed the timing and quality of construction; and the architectural theme selected; the mechanism for coordinating the redevelopment of the overall area in an aesthetically compatible manner; and, providing the Borough with adequate financial assurances that the proposed redevelopment project will be completed within an acceptable time frame and consistent with Plan requirements.

In selecting a Redeveloper, the Borough shall consider information that may include, but shall not be limited to the following:

- Documentation evidencing financial responsibility and capability with respect to the development proposed;
- Estimated total development cost;
- Estimated time schedule for start and completion of development;
- Conceptual site plans, subdivision plans, preliminary plans, outline specifications and elevations sufficient in scope to demonstrate the design, architectural concepts, proposed distribution and intensity of uses, parking, loading, and landscaping;
- Community impact report that identifies the impact of the proposal on municipal facilities and services, school district facilities and services, and local tax revenues.
- Such other information as may be required by the Redevelopment Entity.
- Summary of experience in managing multiple property development.

After review and evaluation of all proposals by the Redevelopment Entity, the Entity may choose to select one or more redevelopers who have submitted a proposal for the Redevelopment Project and/or each of the sections of the Redevelopment Area. The Redevelopment Entity may also elect to designate one of the qualified redevelopers to act as the Principal Redeveloper for all or a portion of the Redevelopment Area. In

such event as the Redevelopment Entity elects to proceed with the designation of a Principal Redeveloper, then such Principal Redeveloper shall be charged with the principal responsibility and obligation to oversee, direct, manage, coordinate and effectuate in a timely and efficient manner the completion of the redevelopment of each of the applicable sections of the Redevelopment Area in accordance with the requirements and standards of the Redevelopment Plan and pursuant to the terms and provisions of a Redevelopment Agreement setting forth the essential and conditions pursuant to which the Redevelopment Project(s) shall be authorized and completed.

The Redevelopment Entity may also elect thereafter to designate one or more other Redevelopers, i.e., Sub-redevelopers, who would then become charged with the responsibility and obligation to undertake and complete a specific section of the Redevelopment Area subject to the oversight, direction and coordination of construction scheduling, architectural compatibility, materials selection, streetscape improvements and other inter-related development issues by the Principal Redeveloper, in accordance with Plan requirements and standards, directives of the Borough Council, and the requirements of the respective Redeveloper Agreement(s). The Borough reserves the right to provisionally designate a Redeveloper(s) subject to the negotiation of an acceptable Redevelopment Agreement setting forth the essential terms and conditions pursuant to which the Redevelopment Project(s) shall be authorized and completed.

Appointment of Designated Redeveloper

The Redevelopment Entity shall review each Redeveloper Proposal and Qualification summaries submitted to the Borough. The Redevelopment Entity may decide to reject all developer proposals or may select one or more Redevelopers to participate in the implementation of the Redevelopment Plan.

Upon the selection of one or more Redevelopers, the Redevelopment Entity shall then proceed to negotiate a formal Redeveloper Agreement with each such Redeveloper, Principal Redeveloper or Sub-redeveloper.

The designation of a Redeveloper by the Redevelopment Entity shall be subject to the execution of an appropriate Redeveloper Agreement. Estimates of total development cost and time schedule for project start and completion shall be finalized by the designated Redeveloper(s) at the time of execution of such agreement. Prior to the commencement of construction of any improvements with the Redevelopment Area, final

plans and specifications must be submitted to the Redevelopment Entity by the Redeveloper for approval to insure conformance with the approved preliminary submission. If the Redevelopment Entity has designated a Principal Redeveloper, then the Sub-redeveloper has also submit final plans and specifications for its review and comments to insure conformance with the approved preliminary submission. Development plans shall also be submitted for approval to the Borough Land Use Board, as required by the Borough's Land Development Ordinance.