

Redevelopment Plan for:

*Main Street Node
Carr and Raritan Avenues
Route 36 Gateway*

Prepared for:
The Borough of Keansburg
Monmouth County, New Jersey

Date of Introduction: July 26, 2006
Date of Referral to the Planning Board: _____
Adoption by Ordinance No. : 1415
Date of Ordinance No. 1415 : _____



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Section 1. Introduction

This Redevelopment Plan is based on the designation of the entire Borough of Keansburg as an "Area in need of Rehabilitation" on July 27, 2005 pursuant to the New Jersey Local Housing and Redevelopment Law (LRHL). The Rehabilitation Area has been organized into four redevelopment sub-areas.

- Sub-area 1 "Main Street Commercial Node" is comprised of 89 tax lots in Blocks 94, 107, 113, 114, 120, 129-131, 156, 166-167, and 185 totaling approximately 19 acres. This commercial node is located along Main Street between Randolph Place and the Henry Hudson / Bayshore Trail.
- Sub-area 2 "Main/Beachway Node" is comprised of 30 tax lots in Blocks 21 and 22 totaling approximately five acres. This node is also located along Main Street, however further north towards the beachfront, at the intersection with Beachway Avenue.
- Sub-area 3 "Carr/Raritan" is comprised of 69 tax lots in Blocks 10-15, and totals approximately 18 acres. This sub-area's boundaries are Beachway Avenue to the north, Highland Avenue to the west, Center Avenue to the south and Raritan Avenue to the east.
- Sub-area 4 "Route 36 Gateway" is comprised of one tax lot in Block 163, and totals approximately two acres. This sub-area is an underutilized, deteriorated strip mall, located along NJSH 36 between the Township of Hazlet border and St. John's Park and ballfields.

The four sub-areas are generally representative of the Borough's main commercial nodes and gateways. A complete list of properties in the four sub-areas, including block and lot numbers, ownership, acreage, and use is provided in **Appendix A**.

All of the properties in the sub-areas are largely non-residential with the majority being commercial. Some single-family residential dwellings and apartments are mixed in with the existing commercial businesses.

The purpose of this Redevelopment Plan ("Plan") is to set forth design guidelines to enhance and revitalize the Borough's commercial activity at the Route 36 gateway and its largely commercial downtown nodes along Main Street and Carr Avenue. This Plan is based on the recommendations found in the Borough's 1988 Master Plan and 2003 Reexamination Report, complete with design standards that will complement and maintain the surrounding area and neighborhood.

1.1 Statutory Basis for the Rehabilitation Area Redevelopment Plan

The Keansburg Borough Council adopted Resolution No. 171A on July 27, 2005 declaring the entire Borough as an "Area In Need Of Rehabilitation." This was based on the fact that 62.6 percent of the Borough's housing stock is at least 50 years old according to the U.S. Census Bureau data of 2000. This Resolution can be found in **Appendix B** of this report.

This Plan has been developed to meet the requirements of Section 7 and Section 14 of the Local Redevelopment and Housing Law.

1.2 Description of the Rehabilitation Area

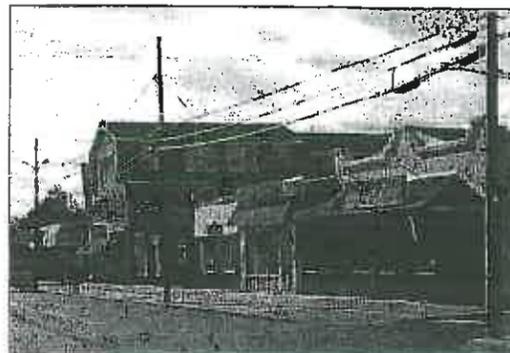
As mentioned above, the entire Borough has been declared an "Area In Need Of Rehabilitation." The Borough of Keansburg is a developed, established suburban community located in northeastern Monmouth County. It is less than one square mile in land area with a population of approximately 10,700 as of the 2000 U.S. Census. The Borough's beachfront is located along the Raritan Bay. The Borough also borders the Monmouth County municipalities of Middletown and Hazlet Townships.

Keansburg has a rich history dating back to the early 1600's although settlement of the municipality did not occur until the late 1600's. Most of the development that exists today began in the early 1700's. Ferry service between Keansburg and New York was established in the late 1800's and helped the Borough to develop as a summer community and vacation resort town. Prior to the 1940's, a number of small bungalows were constructed to accommodate the needs of this growing seasonal population. In addition, the first amusement park was built in Keansburg during the early 1900's in order to provide entertainment and recreation opportunities for the tourists. Since its creation, the Gelhaus family has owned and operated the amusement park, which continues to be a regional attraction during the warm weather months, drawing visitors from northern New Jersey and New York. The facility was expanded by the addition of a water park in the 1990's.

When the Garden State Parkway opened up in 1954, many seasonal tourists, who previously had visited the bayshore and coastal communities, began exploring the shore towns further south in Monmouth and Ocean Counties that offered newer homes and attractions. The ferry service between Keansburg and New York ended in 1966, severing the direct link between the two communities.

As a result of all of these factors, Keansburg transformed from a seasonal resort community into a year-round residential community. This transformation has led to several ongoing problems for the Borough. Generally, these problems relate to economic distress, a deteriorated and aging building stock, limited recreation and open space, flood hazards, and an older infrastructure requiring repair and rehabilitation.

Seasonal businesses are prevalent in the Main Street and Carr Avenue commercial areas that do not provide year-round employment opportunities or retail and service uses needed by the community. In addition, while Monmouth County has enjoyed economic growth and expansion, Keansburg actually experienced a decline in employment opportunities. Main Street and Carr Avenue also lack a cohesive streetscape design, and vacant and boarded-up businesses populate these commercial corridors. There is significant traffic congestion on Main Street, and an overall lack of off-street parking exists in the community.



Businesses along Carr Avenue

It is anticipated that implementation of this Plan will also serve as a catalyst for neighborhood revitalization in neighborhoods outside of the sub-areas. These impacts are expected to be felt in both the residential and commercial areas of the Borough.

Redevelopment Sub - Area 1

Borough of Keansburg
Monmouth County, NJ



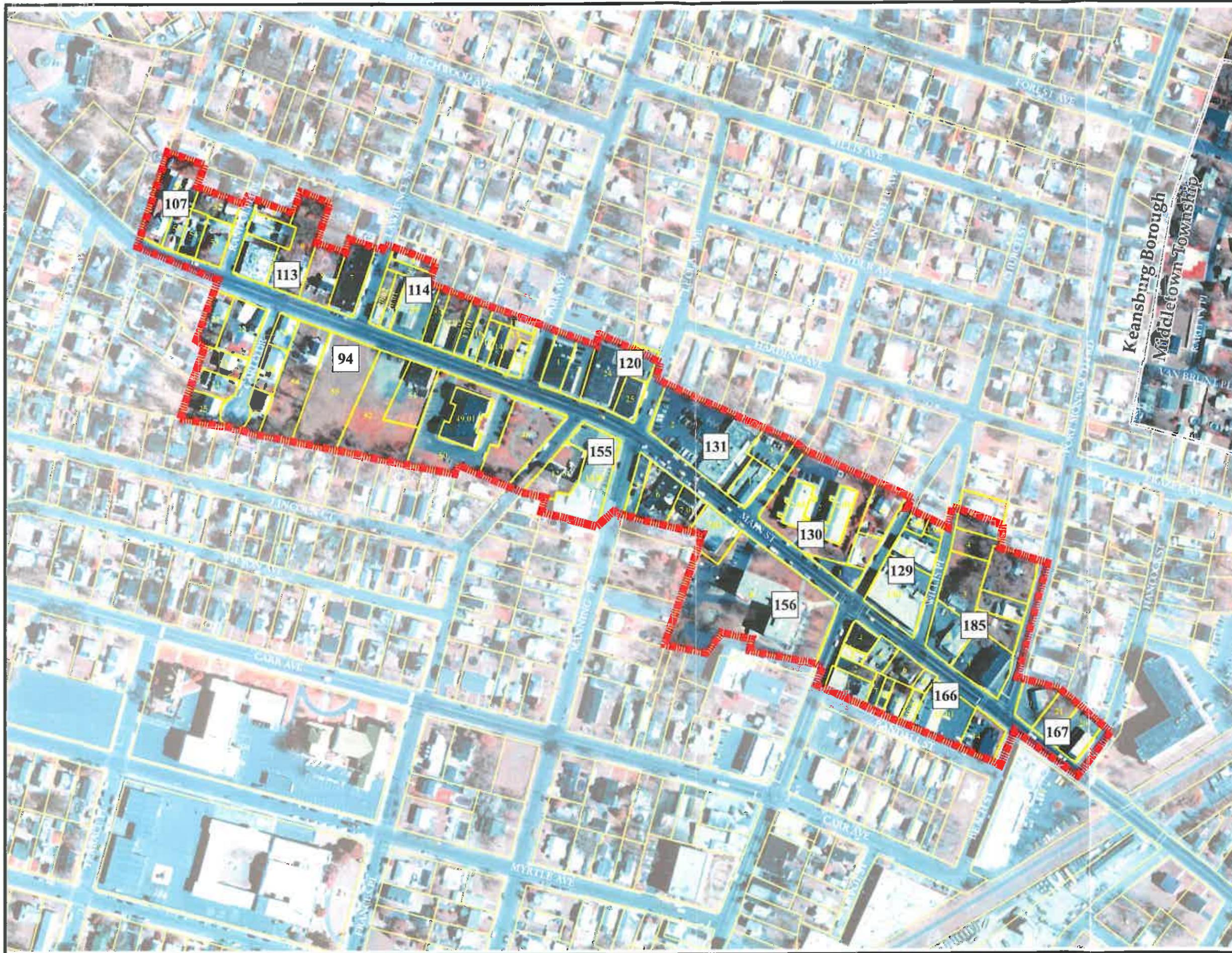
0 50 100 200
Feet
1 inch equals 200 feet

Legend

- Parcels
- Municipal Boundary
- Redevelopment Sub - Area

Data Sources:
Parcels - Monmouth County GIS
Municipal Boundary - Schoor DePalma
Aerial - NJOIT 2002

Project Location



Redevelopment Sub - Areas

Borough of Keansburg
Monmouth County, NJ



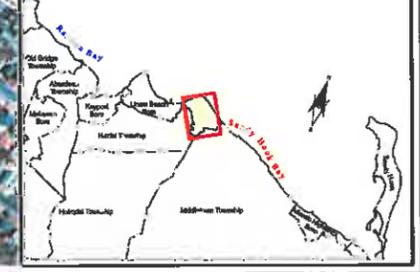
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Legend

- Parcels
- Municipal Boundary
- Redevelopment Sub - Area

Data Sources:
Parcels - Monmouth County GIS
Municipal Boundary - Schoor DePalma
Aerial - NJOIT 2002

Project Location



Redevelopment Sub - Area 2

Borough of Keansburg
Monmouth County, NJ



0 25 50 100
Feet
1 inch equals 100 feet

Legend

- Parcels
- Redevelopment Sub - Area

Data Sources:

Parcels - Monmouth County GIS
Aerial - NJOIT 2002

Project Location



Redevelopment Sub - Area 3

Borough of Keansburg
Monmouth County, NJ



3/9/2006



0 25 50 100
Feet
1 inch equals 100 feet

Legend

-  Parcels
-  Redevelopment Sub - Area

Data Sources:

Parcels - Monmouth County GIS
Aerial - NJOIT 2002

Project Location



Redevelopment Sub - Area 4

Borough of Keansburg
Monmouth County, NJ



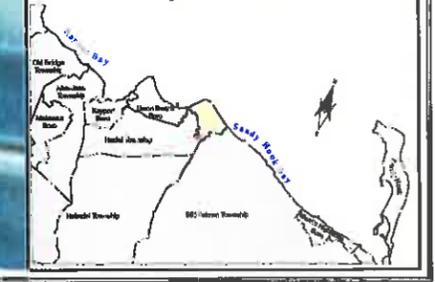
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Feet
1 inch equals 50 feet

Legend

- Parcels
- Municipal Boundary
- Redevelopment Sub - Area

Data Sources:
Parcels - Monmouth County GIS
Municipal Boundary - Schoor DePalma
Aerial - NJOIT 2002

Project Location



Section 2. The Public Purpose

2.1 Goals and Objectives

The Plan is based on the following smart growth planning principles:

- Integration of a mixture of land uses to attract new year-round residents and supportive retail services;
- Capitalize on Keansburg's waterfront location to attract year-round residents and supportive retail services;
- Incorporation of compact building design to make efficient use of land;
- Offering a range of housing opportunities;
- Providing a pedestrian oriented environment;
- Strengthening neighborhoods with a strong sense of place;
- Preserving open space and critical environmental areas; and
- Providing economic development opportunities.



Underutilized building, Carr Avenue

The goal of this Plan is to return vacant and non-productive properties to full productivity by creating new development opportunities for private and public-private investment. This Plan will provide a range of quality public, commercial, and residential uses that will capitalize on the Borough's strategic waterfront location.

The objectives of this Plan are to:

- Advance the revitalization and rehabilitation of the Borough;
- Create year-round employment opportunities that will complement the existing amusement park and other local seasonal businesses;
- Develop a mix of residential uses, supportive neighborhood retail services, and recreational opportunities that will add needed taxable improvements to the Borough's ratable base and inject new households with disposable income to support the Borough's business districts;
- Develop a comprehensive design program for rehabilitation that addresses façade improvements, streetscaping, and uniform signage, sidewalk and lighting design;
- Enhance the sense of "gateway" to the Borough and the amusement park at New Jersey State Highway 36;
- Strengthen the main commercial nodes along Carr Avenue and Main Street;

- Utilize state and county funding sources and technical assistance such as the Main Street New Jersey Program, the Monmouth County Municipal Open Space Grant Program and/or Community Design & Physical Planning financing assistance from OSG, to assist with the Borough's downtown revitalization and increase open space and recreational opportunities in Keansburg;
- Establish the Keansburg waterfront as a destination point for the region;
- Enhance public access to waterfront recreation uses;
- Maintain views of the coastline and enjoyment for the public;
- Provide parcels of land of sufficient size and dimension to enable an orderly arrangement of new land uses;
- Develop land use and building requirements specific to the redevelopment parcels that are sensitive to adjacent neighborhoods;
- Address existing and future traffic, environmental, and flooding issues that could result from redevelopment;
- Undertake infrastructure improvements involving the water and sewer lines, streets, curbs, sidewalks, and parking; and
- Ensure a long-term productive reuse of each of the redevelopment parcels.

Sub-Area specific goals include:

- **Sub-Area 1 "Main Street:"** Retain the Main Street frontage for rehabilitation of existing buildings and infill development of commercial businesses and residential development above the ground floor.
- **Sub-Area 2 "Main/Beachway:"** Enhance the Borough's beachfront with new residential uses.
- **Sub-Area 3 "Carr/Raritan:"** Create a system of pedestrian walkways, alleys and crosswalks that provide safe and convenient access between surface and/or structured parking.
- **Sub-Area 4 "Route 36 Gateway:"** Enhance the Route 36 corridor with new commercial development that integrates gateway design concepts, landscaping elements, and efficiently uses the land.

Concept plans for each of the four Sub-Areas and their accompanying descriptions can be found in **Appendix C** of this Plan.

2.2 Relationship to Local Objectives

Keansburg Master Plan

The Keansburg Borough Master Plan Land Use Element was adopted in 1988 and a Reexamination Report was adopted in 2003. These Plans contain a section that focuses on the Main Street - Church Street area of the Borough with streetscape and parking recommendations for this area of the Borough. These plans also include recommendations related to façade

improvements and economic incentives, including the use of Community Development Block Grant Funds or property tax exemptions or abatements. The redevelopment Plan supports the following goals and objectives from the 1988 Master Plan and the 2003 Reexamination Report:

- Encourage the most appropriate use of land consistent with its suitability for development.
- Establish appropriate population densities and control the intensity of development to ensure neighborhood, community and regional well-being and to preserve the natural environment.
- Promote a desirable visual environment.
- Conserve historic sites and districts.
- Encourage development that contributes to the revitalization of the community.
- Improve and maintain residential neighborhoods by encouraging rehabilitation of existing dwellings and residential construction at suitable densities.
- Maintain and attract beneficial commercial uses.
- Improve and revitalize the Main Street / Church Street commercial district.

The Reexamination Report also recommends improving the commercial area located along Carr Avenue, and to continue to concentrate its main commercial activity along Carr Avenue, at the Main Street - Church Street area, and NJSH 36.

Based on the above, the goals and objectives of the Plan are substantially consistent with the Keansburg Master Plan and Reexamination Report.

Keansburg Zoning Ordinance

There are several zone districts that cover the four sub-areas.

- Sub-Area 1 "Main Street Commercial Node" is located in the B-1 (General Commercial) zone district.
- Sub-Area 2 "Main/Beachway Node" is located in the B-1 (General Commercial) zone district.
- Sub-Area 3 "Carr/Raritan" is located primarily in the B-2 (Mixed Use - Residential and Commercial) zone district.
- Sub-Area 4 "Route 36 Gateway" is located in the B-3 (Highway Commercial) zone district.

Below is a description of each applicable zone district.

The B-1 (General Commercial) Zone District was established "to provide for locations where retail and service activity should be concentrated to serve the needs of the Borough residents." The uses permitted in the B-1 Zoning District include:

- Permitted Uses (per §22-5.9 of the Borough Zoning Ordinance): Professional offices, business offices, financial institutions, limited retail trade, miscellaneous shopping goods stores, personal services and detached single family dwellings.
- Conditional Uses: Public utilities; places of worship; motor vehicles service stations and repair garages; and day schools, nursery schools, and other educational uses.

The B-2 (Mixed Use – Residential and Commercial) Zone District is “intended to encourage revitalization and economic development of a commercial area oriented to the Raritan Bayfront”. The uses permitted in the B-2 Zoning District include:

- Permitted Uses (per §22-5.10 of the Borough Zoning Ordinance): Retail and service uses that serve the needs of Borough residents; amusement parks and arcades; water transportation; marinas; detached single family dwellings meeting the requirements of the R-5 zone District; and community residences for the developmentally disabled and shelters for victims of domestic violence.
- Conditional Uses: Mixed use development; public utilities; and motor vehicles service stations and repair garages.

The B-3 (Highway Commercial) Zone District is “intended to provide for retail and service uses oriented to automobile circulation from NJSH 36”. The uses permitted in the B-2 Zoning District include:

- Permitted Uses (per §22-5.11 of the Borough Zoning Ordinance): All uses permitted in the B-1 Zone, eating and drinking places including entertainment provided by dancers (except drive-ins), community residences for the developmentally disabled and shelters for victims of domestic violence.
- Conditional Uses: Public utilities; and motor vehicles service stations and repair garages.

The Redevelopment Plan envisions uses that complement and enhance the pattern of development along the commercial corridors as well as increase pedestrian activity and create additional tourist compatible uses in the downtown areas.

Section 3. The Redevelopment Plan

3.1 Land Use

The Plan is intended to accommodate a mix of neighborhood retail services, regional commercial uses and services, pocket parks, and residential uses in the sub-areas. It is intended that each Redevelopment Plan Sub-Area be planned block by block as a coordinated project so that both the privately owned and publicly owned parcels contribute to the public welfare to their greatest potential. The sub-areas are to be redeveloped in such a manner that is complementary to the surrounding environment. To that end, the proposed land uses will contain an appropriate mixture of commercial, residential, and recreational uses in accordance with the design standards contained in this Plan.

The Borough Council, or its designated Redevelopment Entity, will review concept Plans for each sub-area provided by a designated redeveloper. These Plans will be able to be adjusted before submission of a development application to the Borough's Planning Board of Adjustment. This process will help ensure that the redeveloper is following the design standards appropriately. The Borough Council may permit the development of each sub-area to be constructed in phases and designate a different redeveloper for each phase, or may designate the same redeveloper for all phases. In addition, the Borough may consider five-year tax abatements as an added incentive for redevelopment projects developed pursuant to this Plan.

3.2 Land Use and Development Requirements

The area within the Redevelopment Plan is hereby subdivided into four sub-areas as indicated in Figure 1, the Main Street Commercial Node, Main/Beachway Commercial Node, Carr/Raritan, and the Route 36 Gateway. The land use regulations pertaining to these sub-areas are provided below.

3.2.1 Definitions

All terms used herein shall have the same meaning as defined in the Keansburg Zoning Ordinance unless otherwise specified in this redevelopment Plan.

3.2.2 Waivers

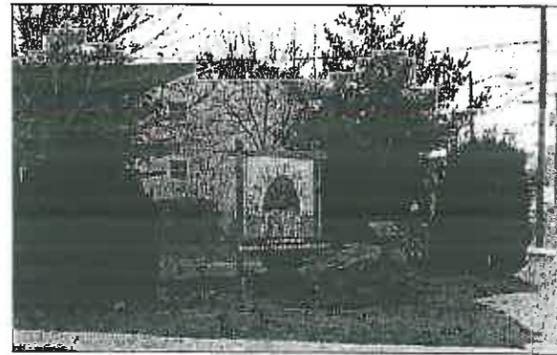
Variation from the requirements set forth in this Plan may be necessary in certain unusual circumstances or to meet state or federal permit requirements. The Planning Board of Adjustment may waive certain density, FAR, height, bulk, parking or design requirements if the designated redeveloper demonstrates that such a waiver will not substantially impair the intent of this Plan, and will not present a substantial detriment to the public health, safety and welfare. Prior to the granting of waivers of this Plan, the Board shall refer to the Borough Council, acting as the Redevelopment Entity, the written request and justification for the waivers provided by the redeveloper. The Borough Council shall render any comments or objections to the grant of

the waivers within the time period allowed for the rendering of decisions on applications for development pursuant to the Municipal Land Use Law. If the Borough Council has reviewed the development application prior to submission to the Board and rendered comments or recommendations on requested waivers, the Board shall not be required to refer the waiver request unless the application is substantially revised and the nature of the waivers changes from that which was reviewed by the Borough Council.

3.2.3 Sub-Area 1

The major activities planned for Sub-Area 1 "Main Street Commercial Node" parcels include:

- Creation of a node and activity center along Main Street to enhance the Borough's "sense of place" as a beachfront community with a vibrant downtown.
- Development of additional year-round mix of neighborhood and regional commercial and residential uses.
- Rehabilitation and revitalization of existing commercial businesses along Main Street.
- Development of small urban infill and pocket parks, and pedestrian/bicycle links to Collins Field, Waackaack Creek and the Henry Hudson Trail/Bayshore Trail to increase recreational opportunities for local residents and visitors.
- Build upon the existing Friendship Park as a common area for pedestrians or a focal point from which the Main Street District can radiate.
- Improvements to parking areas.
- Utility and infrastructure upgrades necessary to support the Redevelopment Plan.



Friendship Park to serve as a common area and focal point for the Main Street district

Permitted Principal Uses

- Retail
- Office
- Residential townhouse complex or apartment buildings provided they are located on tracts of three acres or greater.
- Residential apartments (located on the second floor or above), subject to the following conditions:
 - i) An entrance separate from the ground floor commercial establishment shall be provided.
 - ii) The apartment shall contain at least one bedroom, a kitchen, bathroom and living room, and shall contain at least 650 square feet of net rentable floor area, except that apartments may be smaller than 650 square feet provided that they meet all requirements of the Council On Affordable Housing (COAH) for occupancy by low

or moderate income households and are credited toward the Borough's fair share obligation under the Growth Share Methodology.

iii) The maximum permitted residential density shall be conditioned upon a negotiated maximum residential density, to be negotiated between the redevelopment entity and the designated redeveloper. The maximum permitted residential density shall be specifically set forth in an executed redeveloper's agreement prior to a development application being deemed complete for review before the Planning Board. The maximum permitted residential density shall include all housing units affordable to low- and moderate income household that are provided in accordance with this plan's provisions related to affordable housing (See Section 3.3.1 herein).

- Educational or quasi-educational establishments such as ballet or dance schools, martial arts schools, nursery schools, and business, vocational or technical schools.
- General, business and professional offices, including medical offices, finance, insurance, and real estate offices.
- Municipal, county, state and federal government offices.
- Non-profit, civic or philanthropic uses.

Accessory Uses

1. Any accessory use that is clearly customary and incidental to any principal use permitted in Sub-Area 1 shall be permitted on the same or on a contiguous lot.

Prohibited Uses

1. Any industrial or warehouse uses, lumber yards, building supply or garden stores or nurseries.
2. Any new automobile, motorcycle, truck or boat sales, service, repair, parts, supply store, rental or storage.
3. Bulk storage, above or below ground, of fuel or gas.
4. Funeral homes or services of any kind.
5. Any drive-through or drive-in uses.

Bulk Requirements

1. Maximum building height shall be 3 stories or 35 feet.
2. Build-to line runs parallel to the pavement edge of a street or interior roadway and is established to create an even (or more or less even) building façade line on a street. Build-to lines are measured from the street instead of from the property line. The intent of a build-to line is to pull the building façade close to the street and streetside sidewalk. By doing so, building facades along a block face will be aligned to form a street edge that frames the public realm, while retaining sufficient width for people to walk, and sufficient space to provide a formal landscape created by street trees. The street edge shapes the public realm to provide a sense of comfort and safety in the public space.

3. The build-to line at which construction of a building façade or structure is to occur on a lot shall conform to the following requirements:
 - a. The maximum build-to line shall be no greater than 20 feet measured to the edge of the public sidewalk.
 - b. The minimum build-to line shall be no less than 10 feet measured to the edge of the public sidewalk.
 - c. Buildings may have a build-to line that exceeds (is deeper than) the above maximum requirement in order to create a recessed building entry, a courtyard or outdoor sidewalk café etc. if a low-lying screening wall or wrought iron fence, or a hardscape (i.e. paving detail) design element is provided at the required build-to line.
 - d. These build-to line standards shall not apply to the rehabilitation of existing buildings.
 - e. These build-to line standards shall not be construed to permit the construction of buildings that encroach into a right-of-way. If the interior edge of the public sidewalk is greater than 20 feet from the lot line, then the maximum front yard setback shall be no greater than 5 feet.
4. All buildings in Sub-Area 1 may be attached; however, in the event that buildings are not attached, the separation between buildings shall be a minimum of 15 feet in order to provide access to the rear of the property by fire apparatus. Such opening or alley shall be lighted and kept free of debris and may serve as pedestrian access to parking areas and streets.

3.2.4 Sub-Area 2

The major activities planned for Sub-Area 2 "Main/Beachway Node" parcels include:

- Development of additional year-round residential uses.
- Increased opportunities for public access to the beachfront.
- Improvements to parking areas.
- Utility and infrastructure upgrades necessary to support the Redevelopment Plan.

Permitted Principal Uses

- Single-family detached
- Single-family attached on parcels of ½ acre or greater
- Stacked townhomes on parcels of ½ acres or greater
- Multi-family residential buildings on parcels of one acre or greater

Accessory Uses

1. Any accessory use that is clearly customary and incidental to any principal use permitted in Sub-Area 2 shall be permitted on the same or on a contiguous lot.

Prohibited Uses

1. Any industrial or warehouse uses, lumber yards, building supply or garden stores or nurseries.
2. Any new automobile, motorcycle, truck or boat sales, service, repair, parts, supply store, rental or storage.
3. Bulk storage, above or below ground, of fuel or gas.
4. Funeral homes or services of any kind.
5. Any drive-through or drive-in uses.
6. Bars, taverns or night clubs

Bulk Requirements

1. All multi-family development is subject to the requirements of the Residential Multi-Family (RMF) Zoning District.
2. All single family detached development is subject to the R-5A Residential Redevelopment Zoning District.
3. All single family attached development is subject to the general design standards in section §22-8.4 A of the Borough's ordinance.

3.2.5 Sub-Area 3

The major activities planned for Sub-Area 3 "Carr/Raritan" parcels include:

- Development of additional year-round mix of commercial and residential uses.
- Development of suitably-scaled development that enhances pedestrian activity.
- Improvements to parking areas.
- Utility and infrastructure upgrades necessary to support the Redevelopment Plan.

Permitted Principal Uses

- Retail
- Office
- Residential apartments (located on the second floor or above), subject to the following conditions:
 - i) An entrance separate from the ground floor commercial establishment shall be provided.
 - ii) The apartment shall contain at least one bedroom, a kitchen, bathroom and living room, and shall contain at least 650 square feet of net rentable floor area, except that apartments may be smaller than 650 square feet provided that they meet all requirements of the Council On Affordable Housing (COAH) for occupancy by low or moderate income households and are credited toward the Borough's fair share obligation under the Growth Share Methodology.

iii) The maximum permitted residential density shall be conditioned upon a negotiated maximum residential density, to be negotiated between the redevelopment entity and the designated redeveloper. The maximum permitted residential density shall be specifically set forth in an executed redeveloper's agreement prior to a development application being deemed complete for review before the Planning Board. The maximum permitted residential density shall include all housing units affordable to low- and moderate income household that are provided in accordance with this plan's provisions related to affordable housing (See Section 3.3.1 herein).

- Residential townhouse complex or apartment building provided they are located on tracts of 3 acres or greater.
- Educational or quasi-educational establishments such as ballet or dance schools, martial arts schools, nursery schools, and business, vocational or technical schools.
- General, business and professional offices, including medical offices, finance, insurance, and real estate offices.
- Personal service uses including, but not limited to, clothing shops, beauty shops, restaurants, pharmacies, and dry cleaning.
- Municipal, county, state and federal government offices.
- Non-profit, civic or philanthropic uses.

Accessory Uses

1. Any accessory use that is clearly customary and incidental to any principal use permitted in Sub-Area 3 shall be permitted on the same or on a contiguous lot.

Prohibited Uses

1. Any industrial or warehouse uses, lumber yards, building supply or garden stores or nurseries.
2. Any new automobile, motorcycle, truck or boat sales, service, repair, parts, supply store, rental or storage.
3. Bulk storage, above or below ground, of fuel or gas.
4. Funeral homes or services of any kind.
5. Any drive-through or drive-in uses.

Bulk Requirements

1. Maximum building height shall be 4 stories or 55 feet.
2. Build-to line runs parallel to the pavement edge of a street or interior roadway and is established to create an even (or more or less even) building façade line on a street. The build-to line at which construction of a building façade or structure is to occur on a lot shall conform to the following requirements:
 - a. The maximum build-to line shall be no greater than 10 feet measured to the edge of the public sidewalk.
 - b. The minimum build-to line shall be the edge of the public sidewalk.

- c. Buildings may have a build-to line that exceeds (is deeper than) the above maximum requirement in order to create a recessed building entry, a courtyard or outdoor sidewalk café etc. if a low-lying screening wall or wrought iron fence, or a hardscape (i.e. paving detail) design element is provided at the required build-to line.
 - d. These build-to line standards shall not apply to the rehabilitation of existing buildings.
 - e. These build-to line standards shall not be construed to permit the construction of buildings that encroach into a right-of-way.
3. All buildings in Sub-Area 3 may be attached; however, in the event that buildings are not attached, the separation between buildings shall be a minimum of 15 feet in order to provide access to the rear of the property by fire apparatus. Such opening or alley shall be lighted and kept free of debris and may serve as pedestrian access to parking areas and streets.

3.2.6 Sub-Area 4

The major activities planned for Sub-Area 4 "Route 36 Gateway" include:

- Development of upgraded mix of neighborhood and commercial uses.
- Development of gateway design concepts.
- Creation of a "streetscape" edge to the highway to create a parkway feel.
- Development of an access management strategy to promote the free flow of traffic.
- Improvements to parking areas.
- Utility and infrastructure upgrades necessary to support the Redevelopment Plan.

Permitted Principal Uses

- Retail
- Office
- Financial institutions
- Restaurants (except drive-ins)
- Personal service uses

Accessory Uses

1. Any accessory use that is clearly customary and incidental to any principal use permitted in Sub-Area 3 shall be permitted on the same or on a contiguous lot.

Prohibited Uses

1. Any industrial or warehouse uses, lumber yards, building supply or garden stores or nurseries.

2. Any new automobile, motorcycle, truck or boat sales, service, repair, parts, supply store, rental or storage.
3. Bulk storage, above or below ground, of fuel or gas.
4. Funeral homes or services of any kind.
5. Any drive-through or drive-in uses.
6. Sexually-oriented businesses that are in violation of standards set forth in N.J.S.A. 2C:34 et seq.

Bulk Requirements

1. Bulk requirements shall be subject to the B-3 Highway Commercial Zoning District standards.

3.3 Supplementary Requirements For All Redevelopment Projects

3.3.1 Affordable Housing Component

Affordable housing, as defined by the New Jersey Council on Affordable Housing (COAH) rules, is required to be provided as municipalities undergo development. Under the new Growth Share approach, the ratios are 1 affordable housing unit for every 8 market units developed and 1 affordable housing unit for every 25 new, full-time jobs created. The affordable housing units created may serve a variety of populations such as the elderly, special needs, and families. Units may also be either ownership or rental units. These units may be developed on the Redevelopment site or through the creation or rehabilitation of affordable housing units elsewhere in the Borough. This may be accomplished through the provision of a Payment in Lieu of Growth Share contribution made by the redeveloper. Examples of how Payments in Lieu of Growth Share funds may be used include constructing new affordable housing, rehabilitating existing housing, providing down payment assistance to income qualified households, as well as other activities, throughout the Borough. Keansburg may also choose to send a portion of its obligation through a Regional Contribution Agreement (RCA) to another municipality. However, the cost of the RCA's may not be funded by the Payment in Lieu of contribution by the developer.

All costs to the Borough, including professional fees associated with assisting the Borough in addressing the impact of a redevelopment or rehabilitation project under this Plan on the Borough's affordable housing obligation, shall be paid by the redeveloper.

3.4 Design Guidelines

The following design standards shall be applied to each sub-area that comprise the Sub-Area Redevelopment Plan Area (PLANA) and are the subject of this Plan. These standards shall encourage the rehabilitation of the unproductive lots and enhance certain existing conditions.

No new construction on these sites is allowed except through a negotiated Redeveloper Agreement between the property owner and the local Redevelopment Entity. Execution of a Redeveloper Agreement shall be contingent upon the submission of a concept Plan for each Sub-Area by the designated redeveloper that has been reviewed and accepted by the Keansburg Borough Council, or its designated Redevelopment Entity, with input from the Keansburg Planning Board of Adjustment. Such concept Plan will include complete architectural renderings sufficient to illustrate the design of the site improvements and buildings.

Any elements not covered by these standards shall be subject to other appropriate provisions of this Plan and/or the Keansburg Zoning Ordinance. All redevelopment activities are also subject to applicable state and federal requirements.

3.4.1 Urban Design Criteria for Four Sub-Areas

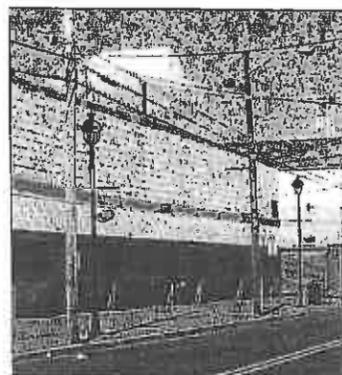
The standards presented herein recognize the character of development that has evolved in Keansburg and seek to preserve and enhance the Borough's waterfront and downtown areas. All new buildings and structures shall conform to the scale and architectural character of the surrounding neighborhood.

Streetscape and Landscaping Guidelines

Landscaped buffers between non-residential and residential uses shall be provided. Landscaping shall be used to soften the corners and edge of the buildings.

All street frontages should be planted in accordance with the requirements of the Keansburg Zoning Ordinance. Light foliated trees such as honey locust, ash and ginkgo are encouraged in front of commercial uses to increase visibility of signage.

All street furniture (benches, newspaper boxes, phone booths, trash receptacles, etc.) shall be consistent in scale and architectural design and constructed of or enclosed with materials reflecting the style of the buildings on and adjacent to the property. Lighting shall be subdued and shielded so as to prevent spillage onto adjoining properties unless specifically approved for that purpose by the Board. Lighting fixtures shall be mounted at the lowest appropriate height, and street lighting fixtures shall conform to pedestrian fixtures already installed by the Borough.



*Potentially vacant business
on Carr Avenue.*

Street and site furnishings shall be incorporated into developments, such as flower boxes, arbors, planters, benches, and waste receptacles. All utility boxes and HVAC exterior equipment shall be screened by architectural elements or landscape plantings.

Architectural

The following standards shall be applied to all types of development in the Sub-Areas:

1. General. The exterior walls of buildings, as seen from a public right-of-way, shall be designed to provide a visual diversity that is consistent with the vernacular architecture found throughout the Borough. Exterior walls shall include windows, doors, porches, pilasters, horizontal/vertical building elements and/or other similar architectural features to relieve the monotony of a blank wall and to achieve a human scale. Large blank walls are prohibited along any street.
2. Rhythm and Patterns. The rhythm of entrances, store fronts, windows, canopies, and awnings of new or renovated facades shall be consistent with the prevailing rhythm and patterns of such elements along the block. The upper floor façade of building should have an evenly spaced window pattern.
3. Exterior Building Materials. Building materials shall be compatible with the predominant materials already used on structures on the site and adjacent to it. In the absence of such precedent, the exterior walls of buildings shall be made of traditional downtown building materials such as stone, brick, horizontal siding, or decorative masonry veneer. Aluminum siding, vinyl, or vinyl coated siding, metal panels, common concrete block and mirrored glass exterior surfaces are prohibited. Pole barns or prefabricated metal buildings are prohibited.
4. Scale and Form. Façades of larger buildings should be divided into typical "building block units" to establish a sense of human scale and overall streetscape form. For example, the typical building block unit may be three-stories high by five windows wide. The overall form is created by building upon multiples of this unit. Where a building is intended to be a more significant structure (i.e. focal point) in the overall development, then such a building may be differentiated through the use of a contrasting unit of scale and form.
5. Entrances. All entrances to a building shall be defined and articulated by utilizing elements such as lintels, pediments, pilasters, columns, porticoes, porches, overhangs, railings, balustrades, and other such elements, where appropriate. Any such element shall be architecturally compatible with the style, materials, colors, and details of such building. Upper floor uses are to be provided with separate exterior entrances unless a large common lobby or atrium is provided.
6. Storefront Standards. Each street-level retail sales and/or service establishment shall have its own storefront subject to the following standards:
 - a. General. The design of storefronts shall be consistent with a traditional downtown storefront. The components of a storefront area shall have an entrance (recessed is preferred), display windows, a paneled bulkhead under the display

windows, a transom window over the storefront entrance, a frieze for the placement of wall signage and a cornice which covers the horizontal beam. A storefront shall be separated from the roofline or a second floor by a horizontal architectural element such as a sash, cornice, frieze, molding, etc.

- b. Windows. First floor facades intended for retail use must have large, clear storefront glass areas (50% to 70% of the area) to display the nature of the business and produce an interesting streetscape. Storefront windows may be either typical large, single pane display windows separated by pilasters or multiple smaller panes (approximately 2 foot square) separated by mullions.
 - c. Continuity of Treatment. If several storefronts are located in one building, they shall be unified in design treatment (e.g. the design of windows and door openings, the use of style, materials and colors).
7. Awnings and Canopies. Awnings and canopies are encouraged at the ground level of a building when occupied by a nonresidential use. For all uses, awnings and canopies may be used on the upper floors of a building where appropriate. Awnings and canopies shall be made of canvas or modern materials that mimic canvas with traditionally dyed colors in solids or stripes. Metal and vinyl awnings are prohibited. The design of awnings and canopies shall be compatible with the style, materials colors and details of such building.
8. Side and rear elevations of buildings shall be given appropriate architectural treatment which shall be comparable to that of the front facade, if visible to the public.
9. Roofs and Rooflines. The type, shape, pitch, texture and color of a roof and the roofline shall be considered as an integral part of the design of a building and shall be architecturally compatible with the styles, materials, colors and details of such building. A flat roof may be permitted on a building of two stories or more in height, provided that a parapet wall extends above the height of the roof surface. A mansard roof may be permitted, but only if such is located at or above the third story of a building, completely and integrally enclosing such story. Roofline heights shall vary as appropriate to the architectural style in order to provide architectural interest and variety to the massing of a building, and relieve the negative visual effect of a single, long roof. Flat, shed, gambrel, and mansard roofs are prohibited on all one-story buildings unless pre-existing or demonstrated to be consistent with the traditional architectural style of buildings on and adjacent to the property. Architectural embellishments that add visual interest to roofs, such as dormers, belvederes, masonry chimneys, cupolas, clock towers, and such similar elements shall be permitted provided that such are architecturally compatible with the style, materials, colors and details of the buildings.
10. Mechanical Equipment. All air-conditioning units, HVAC systems, exhaust pipes or stacks, and elevator housing shall be shielded from view to the greatest extent possible. Such shielding shall be accomplished by utilizing the roof or parapet walls of the

building or a penthouse-type screening device that shall be designed to be architecturally compatible with the style, materials, colors and details of such building.

Parking Requirements

Parking facilities in the sub-areas shall comply with all of the following standards:

1. Parking shall be based upon the sum of the parking required for the various uses contained in a proposed development, based upon New Jersey Residential Site Improvement Standards (RSIS) for residential uses and the Borough of Keansburg Zoning Ordinance for nonresidential uses.
2. In the case of a development proposal in which there are efficiencies derived by shared parking for uses which have complementary peak demands, the applicant shall submit parking generation data, based upon standard methodology (such as that published by the Urban Land Institute) sufficient for the reviewing board of jurisdiction to determine the appropriate reduction.
3. In the case of a development proposal consisting solely of two or more contiguous uses of the same classification, the reviewing board of jurisdiction may permit a reduction of the aggregate amount of required parking based upon a determination that greater efficiency is effected by joint use of a common parking area, but in such case the required number of off-street parking spaces shall not be reduced by more than 25 percent.
4. In determining any proposed reduction in parking requirements, the applicant shall affirmatively demonstrate the parking spaces will be made available to share among the multiple uses and that the shared parking spaces will be distributed over the site in a manner to ensure that all spaces will be situated at a reasonable distance for the intended users of the parking spaces.
5. All streets and interior roadways shall be designed to accommodate parallel on-street parking situated on both sides of all streets and/or roadways.
6. No parking space shall be permitted in the area between the build-to line and the edge of pavement of a street or roadway, except for parking spaces situated along an alley and serving a townhouse with a rear-loaded garage.
7. No surface level parking lot shall extend for a width or length of more than 150 feet along any street or interior roadway frontage. No contiguous surface level parking lot shall be larger than 20,000 square-feet in area.
8. The parking plan may also take into account the proximity of mass transit and the potential for pedestrian access.

Parking Garage Façade Design Requirements

The architectural design of the exterior front façade of a parking garage structure shall be identical to the overall design of the principal building. The façade of a parking garage structure that is visible to the public shall provide continuity of treatment by incorporating identical elements of design such as, but not limited to: architectural style, fenestration details, proportion, scale and spacing; vertical and horizontal proportions of primary building design elements; building colors; and, building materials.

Signage

Signs shall be sized and placed in accordance with Section 22-7.24 of the Keansburg Ordinance. Where a building requires several different signs, they shall be thematically linked and shall be similar in materials, color, and method of lighting. The area surrounding ground signs shall be landscaped and shall be kept clean and neat.

Vehicular and Pedestrian Circulation Guidelines

All buildings are required to have entrances accessed directly from a public or semi-public pedestrian walkway. Pedestrian walkways shall be provided between all detached commercial / mixed-use buildings. Parking lots and pedestrian walkways shall be designed as attractive elements of the site by their own right with the use of trees, landscaping, and various building materials and textures. Alleys provided for emergency access may double as pedestrian walkways as long as they are treated as described herein. Sidewalks shall be connected where there are gaps and missing links. Sidewalks shall extend from the building facade or interior alleys or mews to the curb for the purpose of facilitating pedestrian movement and creating opportunities for outdoor eating and shopping areas, placement of street furniture, etc.

The minimum width for sidewalks shall be no less than four feet.

3.5 Provisions Related to Off-Site Improvements

The designated redeveloper or other such party responsible for the development of a redevelopment parcel covered by this Redevelopment Plan shall be responsible for his/her fair share of any installation or upgrade of infrastructure related to their project whether on-site or off-site. Infrastructure items include but are not limited to gas, electric, water, sanitary and storm sewers, telecommunications, streets, curbs, sidewalks, street lighting, and street trees. The extent of the redeveloper's responsibility will be outlined in the redeveloper's agreement with the Borough. Off-site responsibility for properties not covered under the redeveloper's agreement will be determined during the permit and/or site plan review phases.

All infrastructure improvements shall comply with applicable local, state and federal codes including the Americans With Disabilities Act. All utilities shall be placed underground subject to individual redeveloper's agreements.

3.6 Provisions Related to State and Federal Regulations

Certain redevelopment activities proposed in this Plan may be subject to state and federal standards, regulations and permit requirements. The redeveloper is responsible for ensuring compliance with all applicable standards and obtaining necessary state and federal permits.

Section 4. Relationship to Zoning Ordinance

This redevelopment Plan shall **supersede** the Borough's current Land Development/Zoning Ordinance. All new construction, reconstruction, alteration, rehabilitation or other activities requiring a construction permit shall be done in conformance with the standards contained herein. In the case where a particular land use or site standard is not covered in this redevelopment Plan, compliance with the Keansburg Zoning Ordinance or other applicable Keansburg code or ordinance will be required.

The Official Zoning Map of the Borough of Keansburg is hereby amended in accordance with the Map entitled "Redevelopment Sub-Areas" to indicate the boundaries of the Redevelopment Plan Areas, and to identify Redevelopment Sub-Area 1 as "Redevelopment Plan Area 1," Redevelopment Sub-Area 2 as "Redevelopment Plan Area 2," Redevelopment Sub-Area 3 as "Redevelopment Plan Area 3," and Redevelopment Sub-Area 4 as "Redevelopment Plan Area 4." On or after the effective date of the adoption of this Plan, by ordinance, the Borough shall cause the Official Zoning Map to be updated accordingly.

Section 5. Acquisition and Relocation

5.1 Identification of Real Property to be Acquired

Properties within the Rehabilitation Area may only be acquired through negotiated purchase between a designated redeveloper and current property owner(s). Municipally owned property may be conveyed to a designated redeveloper by the Borough of Keansburg following adoption of a Redevelopment Plan and execution of a redeveloper agreement. The LRHL does not allow a municipality to acquire private property through eminent domain/condemnation in a Rehabilitation Area.

The redeveloper shall develop the properties pursuant to the terms and conditions of the Redeveloper Agreement. However, should the parcels recommended for rehabilitation remain vacant or unimproved for a period of five years, the Borough Council can direct the Board of Adjustment to investigate these parcels to determine if they meet the criteria for "An Area in Need of Redevelopment". If so designated by the Borough Council, then this Redevelopment Plan may be amended at a later date to enable the acquisition of these parcels.

5.2 Relocation Proposal

No relocation will be required by the implementation of this Plan, as eminent domain cannot be exercised in a Rehabilitation Area.

Section 6. Relationship to Other Plans

6.1 Plans of Adjacent Municipalities

The Borough of Keansburg is located in Monmouth County and is bordered by the municipalities of Middletown and Hazlet Townships. As the sub-areas are scattered and total less than five acres each, the Redevelopment Plan is unlikely to have a notable impact on any of the adjacent municipalities.

6.2 Monmouth County Growth Management Plan

Monmouth County last adopted a Growth Management Guide stating goals, objectives and policies in December of 1995. The most relevant and applicable to this Redevelopment Plan follow.

The County's overall goal for economic development is:

- Promote managed growth by providing a suitable long-term economic climate and preserving and enhancing the quality of life in Monmouth County for the attraction of new businesses and the retention of existing businesses.

The County's economic development objectives are:

- Promote development and support of businesses that keep money circulating within the county, increase capital flowing into the county and provide long-term employment opportunities.
- Promote the efficient utilization of land, resources, capital, and infrastructure.
- Support activities which provide a high quality of life for Monmouth County residents in addition to contributing to the local economy.

Other appropriate goals identified in the Growth Management guide are:

- Conserve valuable water-oriented resources.
- Preserve the valuable historic, cultural, natural and scenic resources of Monmouth County.

The Redevelopment Plan will stimulate the local economy by attracting new and current residents, visitors, and businesses to the beachfront to work in and to patronize the new commercial uses. Consequently, new year-round employment opportunities will be created and the economy will be stimulated through the opportunities created by redevelopment. Because the Plan will contribute to the economic vitality of the Borough of Keansburg and the County at large, it is consistent with the goals, objectives and policies stated in the Monmouth County Growth Management Guide.

6.3 Bayshore Region Strategic Plan

Keansburg is also one of the participating municipalities in the ongoing Monmouth County led Bayshore Regional Strategic Plan. The Bayshore Plan focuses on municipalities from Aberdeen/Matawan to Atlantic Highlands. This regional Planning process affords the municipalities the opportunity to identify their individual and common concerns and how they affect each other in achieving their development and preservation goals. The Bayshore Regional Strategic Plan is intended to be submitted to the New Jersey State Planning Commission for Plan Endorsement once completed.

The Bayshore Region Strategic Plan envisions:

- Increased tourism for its waterfront downtown areas, marinas, beaches, amusement park, recreational resources and cultural amenities;
- Revitalized downtown areas to serve local and tourist needs while preserving its rich maritime history;
- NJSH 36 as a gateway roadway with attractive streetscape and mixed-use development that unifies the Bayshore Region municipalities; and
- Preservation of its maritime heritage to spur tourism to the region and economic development.

In 2005, a combined public meeting and Regional Collaborative session was held to identify the goals and issues of each municipality. The major goals and issues of the Borough of Keansburg include:

- Need to develop gateway design concepts, nodes and activity centers for key intersections along NJSH 36, the Henry Hudson Trail, the Main Street gateway to downtown Keansburg, and the waterfront.
- Create small parks and open spaces in neighborhoods including small urban infill parks, and pedestrian and bicycle connections; and
- Reinvent NJSH 36 to become the "Bayshore Parkway" with landscaped medians, parkway treatments and buffers, and gateway concepts.

The Redevelopment Plan is designed to be consistent with the goals and vision of the Bayshore Region Strategic Plan.

6.4 New Jersey State Development and Redevelopment Plan (SDRP)

The Borough of Keansburg is an established suburban community located in the Metropolitan Planning Area, Planning Area 1 (PA-1).

This Plan is compatible with the State Plan's intention for the Metropolitan Planning Area, which is to provide for much of the state's future redevelopment; revitalize cities and towns;

promote growth in compact forms; stabilize older suburbs; redesign areas of sprawl; and protect the character of existing stable communities. The redevelopment Plan also furthers the following State Plan policy objectives:

Land Use

Ensure efficient and beneficial utilization of scarce land to strengthen its existing diversified and compact nature.

Housing

Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse and the introduction of new housing into appropriate nonresidential settings.

Economic Development

Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements.

Redevelopment

Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile.

Public Facilities and Services

Complete, repair or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable development and redevelopment.

Open Lands and Natural Systems

Ensure that the character, location, magnitude, and timing of development and redevelopment are linked to the availability of adequate recreational facilities and open space land needed to serve growth.

Coastal Resources

Promote well-planned and revitalized coastal communities that sustain economies, are compatible with the natural environment, and maintain and improve public access to coastal and waterfront areas of recreational, aesthetic, cultural or ecological value provided that such access does not degrade the function and value of the natural resource system.

This Redevelopment Plan is compatible with and will help realize the SDRP's vision of redevelopment in a PA 1 community such as Keansburg and related policy objectives.

Appendix A – Site Information

SUB-AREA 1: Main Street Commercial Node					
Block	Lot	Lot Address	Existing Land Use	Lot Acreage	Property Owner
94	21	155A Main St	Residential	0.12	Dwayne M Harris
94	22	161 Main St	Commercial	0.21	Michael Lenino
94	23	1 Carlo Dr	Residential	0.12	David & Jean Lohsen
94	24	3 Carlo Dr	Residential	0.12	Martin & Barbara Lohshen
94	25	5 Carlo Dr	Residential	0.19	Emily Dacillo
94	48	-	Friendship Park	0.57	Boro Of Keansburg
94	49.01	213 Main St 1	Condominium	-	Rosalie Loder
94	49.02	213 Main St 2	Condominium	-	Joseph Croghan
94	49.03	213 Main St 3	Condominium	-	Justin Scaduto
94	49.04	213 Main St 4	Condominium	-	Dyane K Campbell
94	49.05	213 Main St 5	Condominium	-	Jo Ann M Bodnar
94	49.06	213 Main St 6	Condominium	-	Don L S Heenatimullage
94	49.07	213 Main St 7	Condominium	-	B M Stanley
94	49.08	213 Main St 8	Condominium	-	Laura Gifford
94	49.09	213 Main St 9	Condominium	-	Don L S Heenatimullage
94	49.10	213 Main St 10	Condominium	-	Anthony Santoro
94	49.11	213 Main St 11	Condominium	-	John Nappi
94	49.12	213 Main St 12	Condominium	-	Lauren Kahaly
94	49.13	213 Main St 13	Condominium	-	Kedwin M Herrera
94	49.14	213 Main St 14	Condominium	-	James J Finley
94	49.15	213 Main St 15	Condominium	-	Demobelle Cleare
94	49.16	213 Main St 16	Condominium	-	Obie Ciaccia
94	49.17	213 Main St 17	Condominium	-	Amy Carlos
94	49.18	213 Main St 18	Condominium	-	Cesar Calva
94	49.19	213 Main St 19	Condominium	-	Randall H Nelson
94	49.20	213 Main St 20	Condominium	-	Leon Farrar
94	50	-	-	-	-
94	51	199 Main St	Commercial	0.2	Keansburg Plaza
94	52	260 Main St	Vacant	0.38	Keansburg Plaza
94	53	260 Main St	Vacant	0.62	Keansburg Plaza
94	54	171 Main St	Vacant	0.43	Keansburg Plaza
94	55	165 Main St	Residential	0.08	Joao P & Silvina Graca
94	56	2 Carlo Dr	Residential	0.12	Albert A & Malaka Tadros
94	57	4 Carlo Dr	Residential	0.11	Peter J & Rita M Lenich
107	52	9 Randolph Pl	Residential	0.11	John & Kathleen Meyers
107	53	152 Main St	Residential	0.12	Robert & Constance Engelman
107	54	148-150 Main St	Residential	0.09	Patrick Jeffries
107	55	146 Main St	Residential	0.08	William Anderson
107	56	142 Main St	Residential	0.23	Kurt A & Dorothy Puthe
113	1	164 Main St	Industrial	0.16	Superb Metal Products Inc
113	2	8 Randolph Pl	Residential	0.11	Michael G & Patricia Langan
113	3	10 Randolph Pl	Residential	0.05	Michael & Carmel N Nagle

Redevelopment Plan
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SUB-AREA 1: Main Street Commercial Node					
Block	Lot	Lot Address	Existing Land Use	Lot Acreage	Property Owner
113	7	Lawrence Ave	Industrial	0.18	Larry & Roberta Fishman
113	8	176 Main St	Residential	0.19	Leonard & Diane Brand
113	9	172 Main St	Residential	0.37	Mitchell & Grace Kantor
114	4	144 Lawrence Ave	Residential	0.06	Darius Wright
114	5	146 Lawrence Ave	Residential	0.06	Guy K Cornett
114	11	5 Park Ave	Residential	0.06	Steven Raiola
114	12	214 Main St	Commercial	0.04	Direct Properties Inc
114	13	212 Main St	Residential	0.05	Direct Properties Inc
114	14	210 Main St	Commercial	0.06	Wu Zheng Zheng
114	15	Main St	Commercial	0.06	Walter Quinn
114	16	206 Main St	Commercial	0.07	Patrick Sanchez
114	17.01	204 Main St	Commercial	0.07	204 Main Street LLC
114	17.02	200-202 Main St 202	Commercial	0.14	Craig R & Vivian Aspdin
114	18	198 Main St	Commercial	0.07	Russell & Lowell Carhart
114	19	194-196 Main St	Commercial	0.21	Jean H Kang
114	20.01	190 Main St	Residential	0.07	Kevin Tweddle
114	20.02	188 Main St	Commercial	0.06	Michael E & Patricia Odwyer
120	1	220-222 Main St	Commercial	0.14	Aira Associates A N J Partners
120	2	224 Main St	Commercial	0.13	G V Raj Inc N J Partnership /a
120	24	59 Main St	Commercial	0.25	Keansburg Associates LLC
120	25	240 Main St	Commercial	0.1	Yogesh & Alpesha Y Patel
129	1.01	280 Main St	Commercial	0.01	Sparrows Point N J Gen Part
129	1.02	15 Willis Pl	Apartment	0.16	Biagio and Filomena Napolitano
129	1.03	13 E Church St	Residential	0.04	Patricia Corcoran
129	1.04	23 Willis Pl	Residential	-	Guy Digennaro
130	1	274 Main St	Commercial	0.19	Boots Building Associates LLC
130	2	-	-	-	-
130	2.01	270 Main St 1	Condominium	-	Tina Palmiotto
130	2.02	270 Main St 2	Condominium	-	Julius Derosa
130	2.03	270 Main St 3	Condominium	-	Yolanda Santos
130	2.04	270 Main St 4	Condominium	-	David Ortiz
130	2.05	270 Main St 5	Condominium	-	Michele M Lavallo
130	2.06	270 Main St 6	Condominium	-	Tiffanie Dill
130	2.07	270 Main St 7	Condominium	-	William Higgins
130	2.08	270 Main St 8	Condominium	-	Arcangelo Pugliese
130	2.09	270 Main St 9	Condominium	-	Helen Kayser
130	2.10	270 Main St 10	Condominium	-	Cherie Dorsi
130	2.11	270 Main St 11	Condominium	-	Thomas Tuorto
130	2.12	270 Main St 12	Condominium	-	Louis G Hemko
130	2.13	Main St	Condominium	-	Donna M Fallin
130	2.14	270 Main St 14	Condominium	-	James & Rosina Pocchia
130	2.15	270 Main St 15	Condominium	-	Jose Rodriguez
130	3	8 E Church St	Residential	0.08	Gary W Brabant
130	4	14e Church St	Residential	0.14	Darren & Patricia Deangelo
131	1	260 Main St	Commercial	0.11	Aira Associates N J Partnershi
131	2	242 Main St	Commercial	0.56	First Union Corporate Tax

Redevelopment Plan
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SUB-AREA 1: Main Street Commercial Node					
Block	Lot	Lot Address	Existing Land Use	Lot Acreage	Property Owner
131	3	Lancaster Ave	Residential	0.13	First Union Corporate Tax
155	11	18 Francis Pl	Residential	0.08	Albert & Marijane Bedell
155	12.01	12 Francis Pl	Residential	0.21	Earl D & Evon M Gonzalez
155	13.01	13 Manning Pl	Public	0.19	Keansburg Fire Co 1
156	5	245 Main St	Commercial	0.1	DMRK Investments LLC
156	6	253 Main St	Commercial	0.23	Mandir Inc
156	7.01	255-257 Main St	Residential	0.1	Keansburg Investments LLC
156	7.02	289 Main St	Commercial	0.2	RISI Management Inc.
156	8	1 Church St	Senior Housing	1.46	Boro Of Keansburg
166	1	12 Church St	Commercial	0.11	Rachele Salzarulo
166	2	10 Church St; 30 Church St	Blue Jean Hall	0.05	Boro Of Keansburg
166	3	8 Church St	Commercial	0.03	Peter Riccardo
166	4	295 Main St	Commercial	0.08	John Gemellaro
166	5	297 Main St	Commercial	0.09	Mary Stella La Bella
166	6	301 Main St	Residential	0.1	Carlos Habon
166	7	10 Randall Pl	Residential	0.03	Mostafa & Aurora Fattah
166	8	12 Randall Pl	Residential	0.03	Eugene & Barbara R Schwartz
166	9	16 Randall Pl	Residential	0.07	Carol Contey
166	10.01	303 Main St	Residential	0.05	Richard & Linda Cumiskey
166	11	303 1/2 Main St	Residential	0.03	Sarah Falcone
166	12.01	Main St	Commercial	0.34	Salvatore Giovine
166	14	305 Main St	Commercial	0.18	Khaled H Mohamed / Hoda Abdulla
167	1	Main St	Commercial	0.12	Richard N Stryker
167	20	320 Main St	Commercial	0.18	Hitendra & Sunita H Patel
167	21	Main St	Vacant	0.13	Richard N Stryker
185	1	304-306 Main St	Commercial	0.28	Eugene Del Preore
185	2	Main St	Commercial	0.15	Mahendra & Hashmukh Patel
185	3	12 Willis Pl	Residential	0.23	Julian Quinn
185	4	15 Willis Pl	Vacant	0.11	Julian Quinn
185	5	28 Willis Pl	Residential	0.19	William and Sandra Seeley
185	12.01	19 Port Monmouth Rd	Residential	0.13	Scott & Michelle Ballinger
185	12.02	17 Port Monmouth Rd	Residential	0.14	Terrence & Yolanda Kirksey
185	13	15 Port Monmouth Rd	Residential	0.1	Eleanor & Cynthia Fonseca
185	14	13 Port Monmouth Rd	Residential	0.17	Thomas Hayes
Total	89	--	--	13.77	--

SUB-AREA 2: Main/Beachway Commercial Node					
Block	Lot	Lot Address	Existing Land Use	Lot Acreage	Property Owner
21	20	2 Beachway Ave	Commercial Building	0.47	Daniel Conway
21	21.01	11 Main St	Residential	0.25	Jose Fuentes / Portia Lagmay
21	21.02	7 Main St	Residential	0.17	Virginia A Pallotto
21	22	9 Campview Pl	Residential	0.19	Dorothea & Robertelli C Alessi

Redevelopment Plan
Appendix A
July 26, 2006

SUB-AREA 2: Main/Beachway Commercial Node					
Block	Lot	Lot Address	Existing Land Use	Lot Acreage	Property Owner
21	23	20 Campview Pl	Residential	0.12	Scott K Marvel / Isabel Morales
21	24	14 Campview Pl	Apartment	0.11	Gerald & Doris Dick
21	25	12 Campview Pl	Apartment	0.06	Mark & Patricia Mac Duffie
21	26	10 Campview Pl	Apartment	0.06	Alicia Utter
21	27	Campview Ave	Residential	0.06	Alicia Utter
21	28	6 Campview Pl	Residential	0.12	SD Propertics LLC
21	29	21 Main St	Apartment	0.07	MBF Realty LLC
21	30	23 Main St	Residential	0.09	William Gallagher
21	31	27 Main St	Commercial	0.05	Dennis Bulmer
21	32.01	5 Center Ave	Residential	0.16	Cristiano & Cathleen Mendes
21	32.02	7 Center Ave	Residential	0.13	Glen & Agnes Fox
21	33.01	11 Center Ave	Residential	0.09	Nicholas Palmiotto
22	1	36 Main St	Commercial	0.15	Pankaj & Alpa Patel
22	2	30 Main St	Residential	0.09	Robert & Jacqueline Fayard
22	3	20 Main St	Commercial	0.14	LC Real Estate LLC
22	4	20 Main St	Residential	0.09	LC Real Estate LLC
22	5	14 Main St	Apartment	0.09	Robert Connolly
22	6	Main St	Vacant	0.09	Edward Joseph Galbierczyk
22	8	38 Seaside Pl	Residential	0.13	Joseph & Martine Simonetti
22	9	36 Seaside Pl	Residential	0.04	David Ganz
22	10	35 Seaside Pl	Residential	0.04	Hilda Schembry
22	11	34 Seaside Pl	Residential	0.04	Peter & Nancy Milnes
22	12	33 Seaside Pl	Residential	0.04	Robert Tobin
22	13	31 Seaside Pl	Residential	0.05	Thomas & Mary Ann Amoresano
22	14	30 Seaside Pl	Residential	0.05	James Bentley
22	15	29 Seaside Pl	Residential	0.03	Kyoko Marcus
Total	30	--	--	3.27	--

SUB-AREA 3: Carr/Raritan					
Block	Lot	Lot Address	Existing Use	Lot Acreage	Property Owner
10	1	288 Beachway Ave	Commercial	0.23	Nancy Cheche
10	2	276 Beachway Ave	Commercial	0.33	By The Sea Point Comfort LLC
10	3	274 Beachway Ave	Commercial	0.06	9 Carr Avenue
10	4	272 Beachway Ave	Commercial	0.17	John J Maurer
10	5	9 Carr Ave	Commercial	0.06	9 Carr Ave Inc
10	6	11 Carr Ave	Commercial	0.06	WJA Properties LLC
10	7	13 Carr Ave	Commercial	0.11	WJA Properties LLC
10	8	12 Highland Ave	Commercial	0.11	Nancy Cheche
10	9	14 Highland Ave	Commercial	0.11	Nancy Cheche
11	1	20 Highland Ave	Residential	0.06	Michael E Odwyer, III
11	2	18 Highland Ave	Residential	0.17	Allan La Foe
11	3	12 Bay Ave	Residential	0.11	Habcore Inc
11	4	19 Carr Ave 21	Commercial	0.29	609 Keansburg, LLC
11	5	19 Carr Ave 21	Vacant	0.06	609 Keansburg, LLC

Redevelopment Plan
Appendix A
July 26, 2006

SUB-AREA 3: Carr/Raritan					
Block	Lot	Lot Address	Existing Use	Lot Acreage	Property Owner
11	6	29 Carr Ave	Commercial	0.17	Joseph Longo
11	7	19 Seabreeze Way	Residential	0.06	Andreas Greberis
11	8	21 Seabreeze Way	Residential	0.05	Nicole Haynes
11	9	23 Seabreeze Way	Residential	0.06	Joseph & Marie Oliva
11	10	28 Highland Ave	Residential	0.11	Michael E Odwyer, III
11	11	24 Highland Ave	Residential	0.06	Michael E Odwyer, III
11	12	22 Highland Ave	Residential	0.06	Robert Connolly
12	1	34-36 Highland Ave	Residential	0.11	Monmouth Properties LLC
12	2	30 Seabreeze Way	Residential	0.11	William E Coffey, III / Arthur Coffey
12	3	24 Seabreeze Way	Vacant	0.06	Boro Of Keansburg
12	4	20 Seabreeze Way	Residential	0.07	John C Belligole
12	5	20 Seabreeze Way	Residential	0.03	Daniel N & Judith Smith
12	6	37-39 Carr Ave	Commercial	0.17	37-39 Carr Avenue Corp
12	7	41-43 Carr Ave	Commercial	0.05	37-39 Carr Avenue Corp
12	8	45-47 Carr Ave	Commercial	0.12	John Dressler
12	9	49-51 Carr Ave	Commercial	0.14	John Dressler
12	10	9 Highland Blvd	Commercial	0.11	Dominic Bellezza
12	11	44 Highland Ave	Residential	0.11	Eric Wokas
12	12	40 Highland Ave	Residential	0.06	Eric Wokas
12	13	38 Highland Ave	Residential	0.06	Eric Wokas
13	1	260-262 Beachway Ave	Commercial	0.48	All American Pinstripes Inc
13	2.02	18-20 Carr Ave	Commercial	0.11	Mary Louise Bruno
13	2.03	11 Raritan Ave 1	Condominium	-	Donald Weiss
13	2.04	11 Raritan Ave 2	Condominium	-	Ellen Murray
13	2.05	11 Raritan Ave 3	Condominium	-	Michael W & Heather Marks
13	2.06	11 Raritan Ave 4	Condominium	-	John & Ibolya M Kantor
13	2.07	11 Raritan Ave 5	Condominium	-	Coast to Coast Holdings, LLC
13	2.08	11 Raritan Ave 6	Condominium	-	George Burgess
13	2.09	11 Raritan Ave 7	Condominium	-	Jason Delorme
13	2.10	11 Raritan Ave 8	Condominium	-	Adrian Foulkes
13	2.11	11 Raritan Ave 9	Condominium	-	Joseph & Felice Ciccione
13	3	34 Carr Ave	Commercial	0.11	Belmont Bar & Grill, Inc
13	4	30 Carr Ave	Commercial	0.06	Doug Lazaro
13	5.01	22-28 Carr Ave	Commercial	0.23	Doug Lazaro
13	5.02	16 Carr Ave	Residential	0.06	Mary Louise Bruno
13	6	14 Carr Ave	Commercial	0.06	Marilyn Stenz
13	7	Carr Ave	Commercial	0.12	G J B Enterprises LLC
13	8	2-12 Carr Ave	Commercial	0.14	G J B Enterprises LLC
14	1	Raritan Ave	Parking Lot	-	Boro Of Keansburg
14	2	38 Carr Ave	Commercial	0.11	Mahesh Patel
14	3	40 Carr Ave	Apartment	0.08	Walter Quinn
14	4	186 S Park Ave	Vacant	0.08	Walter Quinn
14	5	Carr Ave	Vacant	0.11	Walter Quinn
14	6	Carr Ave	Vacant	0.11	Flip Properties, LLC
14	7	54 Carr Ave	Commercial	0.11	Mahesh Patel

Redevelopment Plan
Appendix A
July 26, 2006

SUB-AREA 3: Carr/Raritan					
Block	Lot	Lot Address	Existing Use	Lot Acreage	Property Owner
14	8	58 Carr Ave	Commercial	0.06	Stephen & Frank Decaro
14	9	60 Carr Ave	Commercial	0.06	Russell J Lengyel LLC
14	10	-	-	-	-
15	1	Beachway Ave	Vacant	2.91	E S K Builders Keansburg LLC
52	1.01	50 Highland Ave	Residential	0.06	John Ryan
52	1.02	52 Highland Ave	Residential	0.06	Ralph and Deborah Lara
52	2	14 Highland Blvd	Apartment	0.29	JDD Properties LLC
52	3	8 Highland Blvd	Residential	0.11	Robert E Lee
52	4	53-55 Carr Ave	Commercial	0.11	Joseph Chao
52	5	57 Carr Ave	Commercial	0.06	Shawn Ross
52	6	59 Carr Ave	Vacant	0.06	Boro Of Keansburg
52	7	63 Carr Ave	Commercial	0.11	Vincent & Marylou Cantrella
52	8	67 Carr Ave	Commercial	0.11	Walter Quinn
52	9	139 Center Ave	Apartment	0.11	Walter Quinn
52	10	141 Center St	Residential	0.05	William P & Kathleen A Flynn
52	11	58 Highland Ave	Residential	0.07	Joseph K C Chao
52	12	143 Center Ave	Residential	0.05	Anna Castoro
52	13	56 Highland Ave	Residential	0.06	Matteo Baselice
52	14	54 Highland Ave	Apartment	0.06	Cataldo Leone
Total	69	--	--	10.2	--

SUB-AREA 4: NJSH 36 Gateway						
Block	Lot	Lot Address	Zone	Existing Land Use	Lot Acreage	Property Owner
163	16.02	71-77 Hwy 36	B-3	Commercial Strip Mall	1.87	Kathleen A. Tartivita
Total	1	--	--	--	1.87	--

Appendix B – Governing Body Resolution

The Resolution in Appendix B finds that the entire Borough of Keansburg meets the criteria for declaring the “Area in Need of Rehabilitation” pursuant to the Local Redevelopment and Housing Law. This Resolution was passed on July 27, 2005.

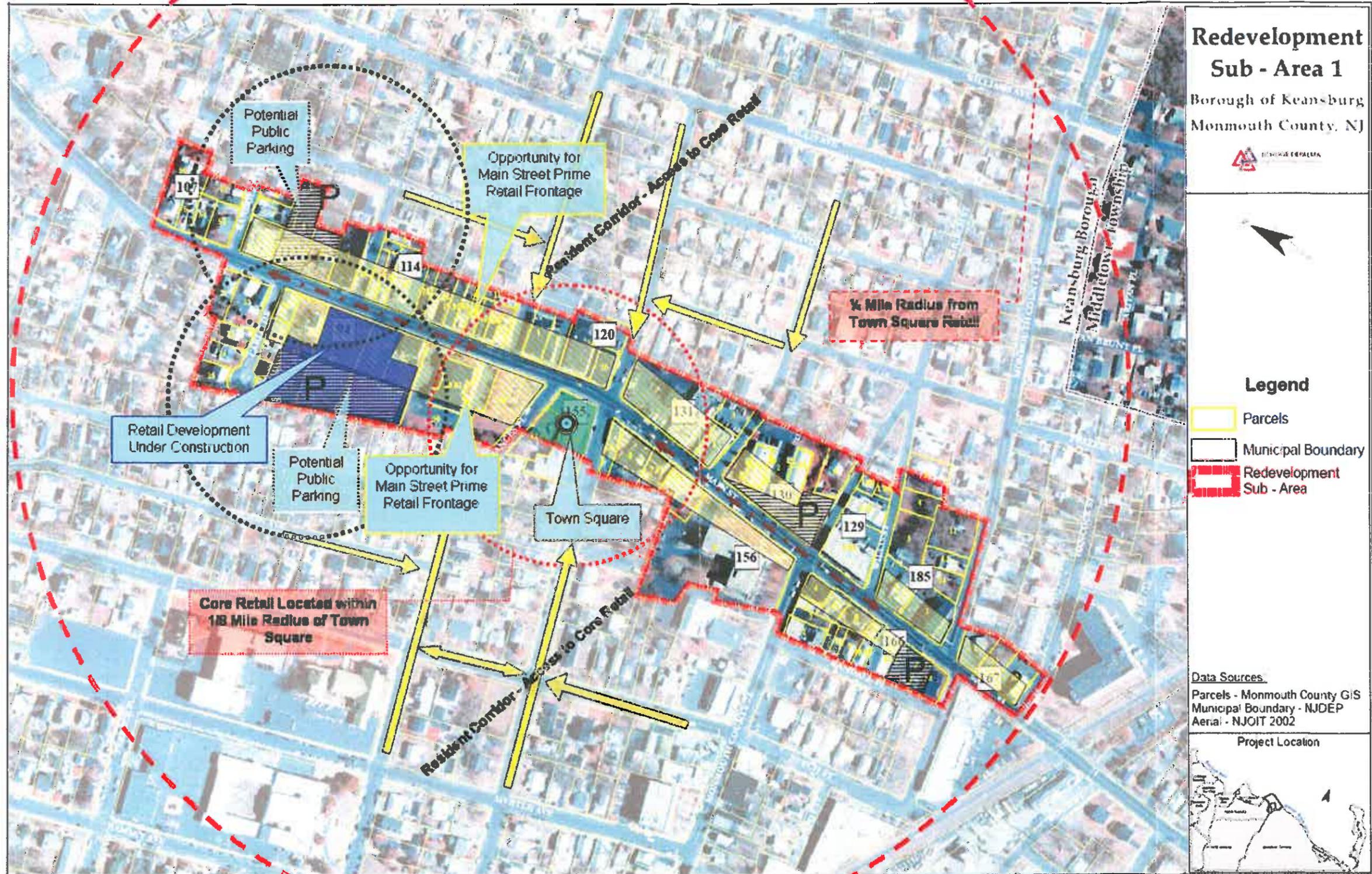
Appendix C – Sub-Area Concept Plans and Descriptions

Sub-Area 1: Main Street Commercial Node

Sub-Area 1 consists of 13 Tax Blocks, totals approximately 18 acres, and located along Keansburg's Main Street corridor between Randolph Place and the Henry Hudson Trail. Sub-Area 1 is characterized by a mix of neighborhood services, higher density housing including condominiums and senior housing, and community facilities, including the firehouse, post office, and Friendship Park. The Henry Hudson / Bayshore Trail forms the southern border of this Sub-Area providing an important amenity and attraction. There are also a number of vacant buildings and single-story buildings throughout the Sub-Area that potentially could have another floor added above. In addition, new curbing and sidewalk improvements are needed in a number of areas along Main Street.

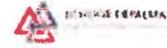
A new mixed-use project is under construction on Main Street (Block 94), just south of its intersection with Randolph Place. This structure will have retail on the first floor and offices on the upper levels. This new project is envisioned as an anchor that will also stimulate additional commercial establishments in the vacant and underutilized properties that adjoin this project; especially on Block 94 and across the street on Block 114. Public parking is proposed behind the mixed-use structure and across Main Street as well as towards the southern end of the Sub-Area on Blocks 130 and 166. Friendship Park is a pocket park on Block 155 and can be improved to serve as a common area and focal point for the Main Street District. The core retail area is located within an eighth of a mile of the Friendship Park Town Square: an easy walking distance (less than 10 minutes) for the residents of the surrounding neighborhood.

Rehabilitation and revitalization of existing commercial businesses will improve the architectural style and create a more visually appealing downtown area. This is expected to increase the vibrancy of the area and create a sense of identity for this Sub-Area and for the Borough overall. New and expanded pedestrian and bicycle links will increase recreational opportunities for residents and will also help attract more tourists to the Borough. In particular, the Henry Hudson / Bayshore Trail can be capitalized upon and promoted more fully than it currently is.



Redevelopment Sub - Area 1

Borough of Keanburg
Monmouth County, NJ

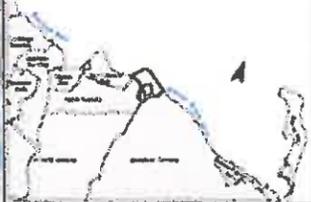


Legend

- Parcels
- Municipal Boundary
- Redevelopment Sub - Area

Data Sources:
 Parcels - Monmouth County GIS
 Municipal Boundary - NJDEP
 Aerial - NJGIT 2002

Project Location



Sub-Area 2: Main Street/Beachway Avenue

Sub-Area 2 is located further north along Main Street, at the intersection of Beachway Avenue. It is comprised of 29 Tax Blocks and totals approximately 5 acres. This Sub-Area has prime access to the beachfront.

Sub-Area 2 is characterized primarily by restaurants/bars and several vacant lots. The Concept Plan envisions additional residential uses either in the form of single family residences, stacked townhomes, or multi-family units. These new residential units are expected to complement the existing residential neighborhood that surrounds the Sub-Area. The Concept Plan also increases opportunities for public access to the beachfront, located across Beachway Avenue from the Sub-Area's northern boundary, and thereby enhancing this important local and regional asset and amenity.

Specifically, the Concept Plan envisions one multi-family building (13,950 square feet) and 55 parking spaces for Block 21 south of Campview Place. The average size of each residential unit is almost 2,000 square feet. Block 21, north of Campview Place will contain two residential buildings, 4,500 square feet each with a total of 50 parking spaces. Block 22 will contain five stacked townhomes or townhomes, each 1,450 square feet in area. There will be eight common parking spaces plus individual unit parking. Each residential building will maintain frontage on Main Street with the associated parking situated in the rear of the buildings. Landscaping will enhance the design and layout of these dwellings and camouflage any surface parking lots that may be seen from Main Street. No nonresidential development is proposed for this Sub-Area.

Redevelopment Sub - Area 2

Borough of Keansburg
Monmouth County, NJ



Legend

- Parcels
- Redevelopment Sub - Area

Note: no retail included

Data Sources:
Parcels - Monmouth County GIS
Aerial - NJOIT 2002

Project Location



structure, or surface lot, depending on parking requirements for adjacent uses. A newly erected residential structure is centrally located on Block 10. An additional retail/office building (12,750 square feet) is proposed to be constructed on this lot with a service alley and additional surface parking to the east. In total, the square footage total for the proposed mixed-use buildings is 145,278 and 432 parking spaces are proposed. The existing buildings total 24,125 square feet with 9,975 square feet of commercial space and 14,150 square feet of residential space.

As previously noted, Block 15 has received site plan approval for a 48 unit townhouse-condo development. These 48 units are not calculated into the totals above. The new residents would help support the adjacent retail uses proposed in this plan.

Redevelopment Sub - Area 3

Borough of Keansburg
Monmouth County, NJ

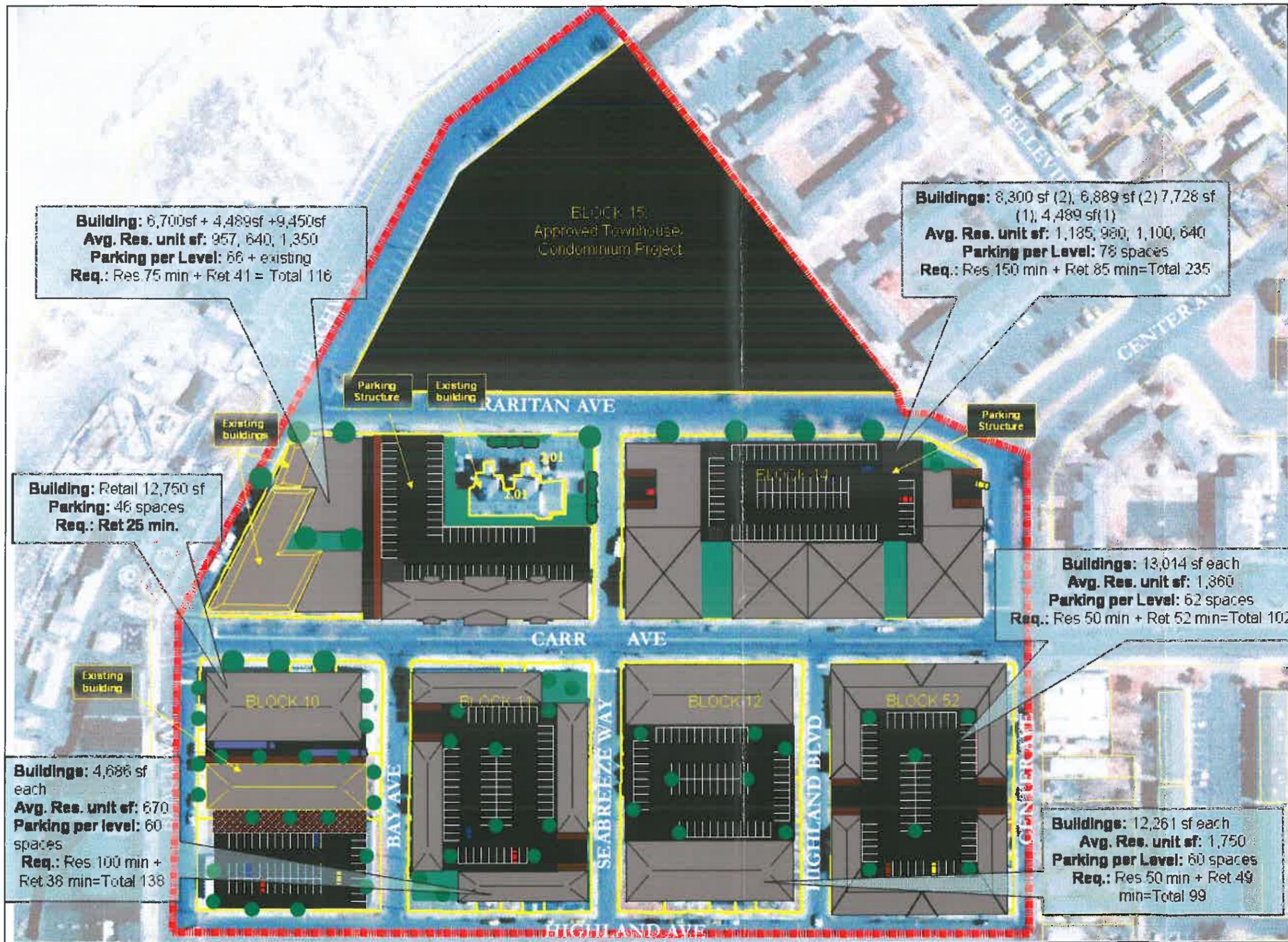


Legend

- Parcels
- Redevelopment Sub - Area

Data Sources:
Parcels - Monmouth County GIS
Aerial - NJOIT 2002

Project Location



Sub-Area 4: New Jersey State Highway 36 Gateway

Sub-Area 4 consists of Lot 16.02 on Block 163 and totals 1.87 acres. This Sub-Area is located on New Jersey State Highway (NJSH) 36 near the Hazlet Township border. Currently, one, 15,700 square foot strip mall occupies the site and contains one sexually-oriented business, a tanning salon, a rehearsal studio, and two vacant storefronts. The rear of the strip mall is unpaved and standing water collects from rain. Debris and lack of landscaping is evidence of inadequate site maintenance. The sidewalk that serves customers in-between the businesses is overgrown with weeds and crumbling in some places. The façade of the strip mall consists of boarded-up windows, crumbling paint, and graffiti in some areas. The condition of the façade materials is poor.

The Concept Plan for Sub-Area 4 envisions two, one-story, 6,929 square feet retail/office buildings (total 13,858 sq. feet). These buildings face each other with a pedestrian plaza situated in-between so that people can sit, eat or stroll between the two structures. Access to the recreational fields is proposed by a footpath located adjacent to the buildings. The plaza would be closed off to cars and truck traffic. The portion of the site between the buildings and highway is landscaped with appropriate plantings. The sidewalk is designed to wrap around the buildings to provide for customer ease and access. There are two points of ingress/egress to Route 36. Customer parking is situated along the sides of each building. A service road would wrap around the rear portion of the site for loading/unloading purposes.

Appendix D – Architectural Definitions

Cornice = A continuous, molded projection that crowns a wall or other construction, or divides it horizontally for compositional purposes.

Flat Roof = A roof without a slope, or one with only a slight pitch so as to drain rainwater.

Frieze = A decorative band, as one along the top of an interior wall, immediately below the cornice or a sculptured one in a string course (a horizontal course of brick or stone flush with or projecting beyond the face of a building) on an outside wall.

Gabled Roof = A roof sloping downwards in two parts from a central ridge, so as to form a gable at each end (the triangular portion of wall enclosing the end of a pitched roof)

Gambrel Roof = A ridged roof divided on each side into a shallower slope above a steeper one.

Hip (or Hipped) Roof = A roof with sloping ends and sides meeting at an inclined projecting angle.

Mansard Roof = A roof with a steeper lower part and a shallower upper part on each side.

Mew = An interior street fronted by stores or apartments.

Molding = Any of various long, narrow, ornamental surfaces with uniform cross sections and a profile shaped to produce modulations of light, shade, and shadow.

Mullions = A vertical member between the lights of a window.

Pole barns = A structure or building using a system of construction employing a vertical structure of pressure-treated wood poles which are firmly embedded in the ground as a pier foundation.

Sash = The fixed or removable framework of a window or door in which panes of glass are set.

Shed Roof = A roof with a single slope.



**BOROUGH OF KEANSBURG
MONMOUTH COUNTY, STATE OF NEW JERSEY**

Ordinance # 1415

**ORDINANCE OF THE MAYOR AND COUNCIL OF THE BOROUGH OF
KEANSBURG, NEW JERSEY ADOPTING A REDEVELOPMENT PLAN FOR THE
MAIN STREET NODE, CARR AND RARITAN AVENUES, AND ROUTE 36
GATEWAY REHABILITATION AREA**

**BE IT ORDAINED BY THE BOROUGH COUNCIL OF THE
BOROUGH OF KEANSBURG in the County of Monmouth and the State of New Jersey, that**

WHEREAS, on July 27, 2005, the Mayor and Council of the Borough of Keansburg ("Borough") designated the entirety of the Borough as an "Area In Need Of Rehabilitation" pursuant to the New Jersey Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1, et seq. ("LRHL"); and

WHEREAS, pursuant to N.J.S.A. 40A:12A-4, the Borough, through the firm of Schoor DePalma Inc., prepared a redevelopment plan entitled "Redevelopment Plan For Main Street Node, Carr And Raritan Avenues, Route 36 Gateway Redevelopment Plan," substantially in the form attached hereto ("Redevelopment Plan"), which provides for the rehabilitation of several areas of the Borough, specifically the blocks along Carr Avenue between Raritan Avenue and Beachway Avenue, two areas along Main Street, including the intersection of Main Street and Beachway Avenue, and the property located at Block 163, Lot 16.02 on Route 36 ("Rehabilitation Area"); and

WHEREAS, by Resolution adopted July 26, 2006, the Borough Council referred the Redevelopment Plan to the Planning Board of Adjustment ("Planning Board") for its review and recommendation pursuant to N.J.S.A. 40A:12A-7; and

WHEREAS, the Redevelopment Plan has been available for public review in the office of the Planning Board and in the office of the municipal Clerk; and

WHEREAS, the Planning Board, by Resolution dated August 14, 2006 recommended that the Borough Council adopt the Redevelopment Plan for the Rehabilitation Area; and

WHEREAS, the Borough Council hereby finds that the Redevelopment Plan furthers the interests of the Borough and its residents by encouraging revitalization of the Rehabilitation Area through the creation of year-round employment opportunities and the development of a mix of residential, commercial and recreational uses, as well as the comprehensive rehabilitation of the public rights-of-way, and further finds that it is appropriate for the Redevelopment Plan be adopted for the Rehabilitation Area,

NOW, THEREFORE, BE IT ORDAINED by the Borough Council of the Borough of Keansburg, New Jersey that:

1. The Redevelopment Plan be and hereby is adopted in the form attached hereto;
2. The Redevelopment Plan shall supersede applicable provisions of the Borough's Zoning Ordinance;
3. The Official Zoning Map included within the Borough Zoning Ordinance is hereby amended to indicate the Redevelopment Area to which the Redevelopment Plan applies and the Borough Clerk is hereby directed to take all necessary actions to ensure that the Official Zoning Map is updated accordingly.

ORDINANCE NO. 1462

ORDINANCE OF THE MAYOR AND COUNCIL OF THE BOROUGH OF KEANSBURG, NEW JERSEY AMENDING ORDINANCE ADOPTING A REDEVELOPMENT PLAN FOR THE MAIN STREET NODE, CARR AND RARITAN AVENUES, AND ROUTE 36 GATEWAY REHABILITATION AREA

WHEREAS the Redevelopment Plan adopted by the Mayor and Council of the Borough of Keansburg on September 27, 2006 was always intended by same to constitute overlay zoning to supplement the then-existing zoning regulations;

WHEREAS Ordinance 1415 incorrectly states that "The Redevelopment Plan shall supersede applicable provisions of the Borough's Zoning Ordinance";

NOW THEREFORE BE IT ORDAINED by the Mayor and Council of the Borough of Keansburg that Ordinance No. 1415 is hereby amended as follows:

SECTION 1.

2. The Redevelopment Plan shall supplement and not supersede applicable provisions of the Borough's Zoning Ordinance;

SECTION 2. REPEALER

The remainder of all other sections and subsections of the aforementioned ordinance not specifically amended by this Ordinance shall remain in full force and effect.

SECTION 3. INCONSISTENT ORDINANCES

All Ordinances or parts thereof inconsistent with the provisions of this Ordinance are hereby repealed as to such inconsistency.

SECTION 4. SEVERABILITY

If any section, paragraph, subdivision, clause or provision of this Ordinance shall be adjudged invalid, such adjudication shall apply only to the section, paragraph, subdivision, clause or provision so adjudged and the remainder of this Ordinance shall be deemed valid and effective.

SECTION 5. EFFECTIVE DATE

This Ordinance shall take effect upon its passage and publication according to law.

Introduction: January 9, 2008

Adoption: VOID-----PLEASE SEE ORDINANCE #1472

ORDINANCE NO. 1472

ORDINANCE OF THE MAYOR AND COUNCIL OF THE BOROUGH OF KEANSBURG, NEW JERSEY AMENDING ORDINANCE ADOPTING A REDEVELOPMENT PLAN FOR THE MAIN STREET NODE, CARR AND RARITAN AVENUES, AND ROUTE 36 GATEWAY REHABILITATION AREA

WHEREAS the Redevelopment Plan adopted by the Mayor and Council of the Borough of Keansburg on September 27, 2006 was always intended by same to constitute overlay zoning to supplement the then-existing zoning regulations;

WHEREAS Ordinance 1415 incorrectly states that "The Redevelopment Plan shall supersede applicable provisions of the Borough's Zoning Ordinance";

NOW THEREFORE BE IT ORDAINED by the Mayor and Council of the Borough of Keansburg that Ordinance No. 1415 is hereby amended as follows:

SECTION 1.

2. The Redevelopment Plan shall supplement and not supersede applicable provisions of the Borough's Zoning Ordinance;

SECTION 2. REPEALER

The remainder of all other sections and subsections of the aforementioned ordinance not specifically amended by this Ordinance shall remain in full force and effect.

SECTION 3. INCONSISTENT ORDINANCES

All Ordinances or parts thereof inconsistent with the provisions of this Ordinance are hereby repealed as to such inconsistency.

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If any section, paragraph, subdivision, clause or provision of this Ordinance shall be adjudged invalid, such adjudication shall apply only to the section, paragraph, subdivision, clause or provision so adjudged and the remainder of this Ordinance shall be deemed valid and effective.

SECTION 5. EFFECTIVE DATE

This Ordinance shall take effect upon its passage and publication according to law.

INTRODUCTION: October 7, 2008
ADOPTION: November 13, 2008



**BOROUGH OF KEANSBURG
MONMOUTH COUNTY, STATE OF NEW JERSEY**

Ordinance # 1415

**ORDINANCE OF THE MAYOR AND COUNCIL OF THE BOROUGH OF
KEANSBURG, NEW JERSEY ADOPTING A REDEVELOPMENT PLAN FOR THE
MAIN STREET NODE, CARR AND RARITAN AVENUES, AND ROUTE 36
GATEWAY REHABILITATION AREA**

**BE IT ORDAINED BY THE BOROUGH COUNCIL OF THE
BOROUGH OF KEANSBURG in the County of Monmouth and the State of New Jersey, that**

WHEREAS, on July 27, 2005, the Mayor and Council of the Borough of Keansburg ("Borough") designated the entirety of the Borough as an "Area In Need Of Rehabilitation" pursuant to the New Jersey Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1, et seq. ("LRHL"); and

WHEREAS, pursuant to N.J.S.A. 40A:12A-4, the Borough, through the firm of Schoor DePalma Inc., prepared a redevelopment plan entitled "Redevelopment Plan For Main Street Node, Carr And Raritan Avenues, Route 36 Gateway Redevelopment Plan," substantially in the form attached hereto ("Redevelopment Plan"), which provides for the rehabilitation of several areas of the Borough, specifically the blocks along Carr Avenue between Raritan Avenue and Beachway Avenue, two areas along Main Street, including the intersection of Main Street and Beachway Avenue, and the property located at Block 163, Lot 16.02 on Route 36 ("Rehabilitation Area"); and

WHEREAS, by Resolution adopted July 26, 2006, the Borough Council referred the Redevelopment Plan to the Planning Board of Adjustment ("Planning Board") for its review and recommendation pursuant to N.J.S.A. 40A:12A-7; and

WHEREAS, the Redevelopment Plan has been available for public review in the office of the Planning Board and in the office of the municipal Clerk; and

WHEREAS, the Planning Board, by Resolution dated August 14, 2006 recommended that the Borough Council adopt the Redevelopment Plan for the Rehabilitation Area; and

WHEREAS, the Borough Council hereby finds that the Redevelopment Plan furthers the interests of the Borough and its residents by encouraging revitalization of the Rehabilitation Area through the creation of year-round employment opportunities and the development of a mix of residential, commercial and recreational uses, as well as the comprehensive rehabilitation of the public rights-of-way, and further finds that it is appropriate for the Redevelopment Plan be adopted for the Rehabilitation Area,

NOW, THEREFORE, BE IT ORDAINED by the Borough Council of the Borough of Keansburg, New Jersey that:

1. The Redevelopment Plan be and hereby is adopted in the form attached hereto;
2. The Redevelopment Plan shall supersede applicable provisions of the Borough's Zoning Ordinance;
3. The Official Zoning Map included within the Borough Zoning Ordinance is hereby amended to indicate the Redevelopment Area to which the Redevelopment Plan applies and the Borough Clerk is hereby directed to take all necessary actions to ensure that the Official Zoning Map is updated accordingly.

4. This Ordinance shall take effect at the time and in the manner provided by law.

Introduction:

August 30, 2006

Second Reading/Public Hearing:

September 27, 2006

Adopted:

September 27, 2006