



## **Beachway Avenue Waterfront Redevelopment Plan**

Block 184, Lots 1, 3.02 and 3.03,  
and Portion of Lot 3.01  
Borough of Keansburg  
Monmouth County, New Jersey

# Beachway Avenue Waterfront Redevelopment Plan

Block 184, Lots 1, 3.02, and 3.03, and  
Portion of Lot 3.01

Borough of Keansburg  
Monmouth County, New Jersey

Adopted: June 21, 2017

Amended Plan Adopted: February 17, 2021

Prepared for:



Borough of Keansburg  
Monmouth County, New Jersey

Prepared by:



T&M Associates  
11 Tindall Road  
Middletown, NJ 07748

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Stan Slachetka, P.P., AICP  
NJ Professional Planner No.: LI-03508

*The original of this document was signed  
and sealed in accordance with New Jersey Law*

**BOROUGH OF KEANSBURG**

**AN ORDINANCE OF THE BOROUGH OF  
KEANSBURG, COUNTY OF MONMOUTH, STATE OF  
NEW JERSEY AMENDING THE BEACHWAY AVENUE  
WATERFRONT REDEVELOPMENT PLAN**

**ORDINANCE NO. 1600**

**WHEREAS**, on July 27, 2005, the Borough Council adopted Resolution #171-A determining that the entire Borough is an "area in need of rehabilitation" under the Local Redevelopment and Housing Law, *N.J.S.A. 40A:12A-1 et seq.* (the "LHRL"); and

**WHEREAS**, on February 22, 2006, the Borough Council adopted Ordinance #1403 adopting a redevelopment plan known as the Beachway Avenue Waterfront Redevelopment Plan to govern lots which were then identified as Block 184, Lots 1, 2 and 3 in the rehabilitation area; and

**WHEREAS**, on August 25, 2015, the Borough Council adopted Resolution #107 determining that Block 184, Lots 1 and 3 are an area in need of redevelopment under the LRHL; and

**WHEREAS**, on March 29, 2016, the Borough Council adopted Ordinance #1579 amending the Beachway Avenue Waterfront Redevelopment Plan; and

**WHEREAS**, the Borough Council subsequently authorized a settlement requiring repeal of Ordinance #1579; and

**WHEREAS**, the Borough now wishes to adopt an amendment to the Beachway Avenue Waterfront Redevelopment Plan to create an overlay zone governing Block 184, Lots 1, 3 and a portion of Lot 3.01 in the redevelopment/rehabilitation area, which amendment will supersede and replace all previous versions of the Beachway Avenue Waterfront Redevelopment Plan; and

**WHEREAS**, the Borough's engineering and planning consultant, T&M Associates, has prepared an Amendment to the Beachway Avenue Waterfront Redevelopment Plan; and

**WHEREAS**, prior to final passage of this Ordinance, the Amendment to the Beachway Avenue Waterfront Redevelopment Plan was provided to the Borough's Planning Board for review as to master plan consistency and for any other comments in accordance with *N.J.S.A. 40A:12A-7(e)* of the LHRL; and

**WHEREAS**, the Borough Council now wishes to approve the Amendment to the Beachway Avenue Waterfront Redevelopment Plan in the form attached hereto as **Exhibit A**.

**NOW, THEREFORE, BE IT ORDAINED**, by the Borough Council of the Borough of Keansburg, County of Monmouth, and State of New Jersey hereby approves

and adopts the Amendment to the Beachway Avenue Waterfront Redevelopment Plan in the form attached hereto as **Exhibit A**; and

**BE IT FURTHER ORDAINED**, that all other Ordinances or parts of Ordinances inconsistent herewith are hereby repealed.

**BE IT FURTHER ORDAINED**, that this Ordinance shall take effect upon passage and publication in accordance with applicable law.

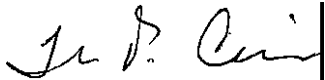
Exhibit A entitled the "Amendment to the Beachway Avenue Waterfront Redevelopment Plan" is on file in the office of the Keansburg Borough Clerk located at Keansburg Borough Hall, 29 Church Street, Keansburg, NJ 07734. Said exhibit is available for inspection between the hours of 9:00 a.m. and 4:00 p.m., Monday through Friday, excluding legal holidays.

Exhibit A is also posted on the official website of the Borough of Keansburg ([www.keansburgnj.gov](http://www.keansburgnj.gov)) on the website's homepage under "Keansburg Headlines".

INTRODUCED: May 17, 2017

ADOPTION: June 21, 2017

I, THOMAS P. CUSICK, Clerk of the Borough of Keansburg, in the County of Monmouth, New Jersey, do hereby certify that the foregoing is a true copy of an Ordinance duly adopted by the Borough Council at its regularly scheduled public meeting on June 21, 2017



---

Thomas P. Cusick  
Municipal Clerk



**ORDINANCE NO. 1667**

**AN ORDINANCE OF THE BOROUGH OF KEANSBURG, COUNTY OF MONMOUTH,  
STATE OF NEW JERSEY, ADOPTING A SECOND AMENDMENT TO THE  
BEACHWAY AVENUE WATERFRONT REDEVELOPMENT PLAN**

**WHEREAS**, on February 22, 2006, the Borough Council adopted Ordinance 1403, pursuant to the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. (the "**LRHL**"), adopting a redevelopment plan regarding the development of a phased residential project (the "**Project**") on property then identified as Block 184, Lots 1, 2 and 3 on the Borough's tax map, and now identified as Block 184, Lots 1, 3, and a portion of Lot 3.01 (the "**Project Site**"), known as the Beachway Avenue Waterfront Redevelopment Plan (the "**Redevelopment Plan**"); and

**WHEREAS**, on August 4, 2015, the Borough entered into a redevelopment agreement (the "**Redevelopment Agreement**") with Arisa/Harvestate at Keansburg, LLC (the "**Redeveloper**") for the redevelopment of the Project Site in accordance with the Redevelopment Plan; and

**WHEREAS**, on June 21, 2017, the Borough Council adopted Ordinance No. 1600, pursuant to the LRHL, adopting an amendment to the Redevelopment Plan (the "**First Amended Redevelopment Plan**") to create an overlay zone governing the Project Site; and

**WHEREAS**, the First Amended Redevelopment Plan superseded and replaced the Redevelopment Plan in its entirety; and

**WHEREAS**, in February of 2018, the Borough and the Redeveloper entered into a First Amendment to Redevelopment Agreement (the "**First Amendment**"); and

**WHEREAS**, the Borough has determined to make certain further amendments to the First Amended Redevelopment Plan that it deems to be in its best interest and in furtherance of the public purposes of the LRHL and the First Amendment; and

**WHEREAS**, the Borough's engineering and planning consultant, T&M Associates, has prepared a Second Amendment to the Redevelopment Plan (the "**Second Amended Redevelopment Plan**"); and

**WHEREAS**, it is the Borough's intent that the Second Amended Redevelopment Plan, once adopted, will supersede and replace the First Amended Redevelopment Plan; and

**WHEREAS**, prior to the final passage of this Ordinance, the Second Amended Redevelopment Plan was referred to the Borough's Planning Board for review as to master plan consistency and for any other comments in accordance with N.J.S.A. 40A:12A-7(e) of the LRHL; and

**WHEREAS**, the Borough Council now wishes to approve and adopt the Second Amended Redevelopment Plan in the form attached hereto as **Exhibit A**.

**NOW, THEREFORE, BE IT ORDAINED** by the Borough Council of the Borough of Keansburg, County of Monmouth, and State of New Jersey, that the Borough Council hereby approves and adopts the Second Amended Redevelopment Plan in the form attached hereto as **Exhibit A**.

**BE IT FURTHER ORDAINED**, that all other Ordinances or parts of Ordinances inconsistent herewith are hereby repealed.

**BE IT FURTHER ORDAINED**, that this Ordinance shall take effect upon passage and publication in accordance with applicable law.

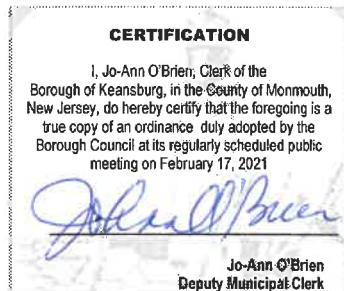
Mr. Cusick asked for a roll call vote to ADOPT Ordinance #1667:

**Roll Call**

	Moved	Seconded	Ayes	Nays	Absent	Abstain
Mr. Donaldson			✓			
Mr. Tonne			✓			
Mr. Cocuzza		✓	✓			
Mr. Foley						✓
Mr. Hoff	✓		✓			

INTRODUCTION: January 27, 2021

ADOPTION: February 17, 2021



**EXHIBIT A**

The Second Amendment to the Redevelopment Plan

*Note: The current document is the second amendment to the redevelopment plan.*

**Beachway Avenue Waterfront Redevelopment Plan  
Borough of Keansburg, Monmouth County, New Jersey**

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# Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

## 1 Introduction

### 1.1 Overview

On July 27, 2005, the entire Borough of Keansburg was designated as an “Area in need of Rehabilitation,” as permitted under the Local Redevelopment Housing Law, N.J.S.A. 40A:12A-1 et seq. (the “LRHL”). The Keansburg Beachway Avenue Waterfront Redevelopment Plan has been prepared to govern the properties identified in this Redevelopment Plan. The lots that are the subject of this Redevelopment Plan, Block 184, Lots 1, 3.02, 3.03, and portion of 3.01, (hereinafter referred to as the “Redevelopment Plan Area”) have prime access to the Borough’s beachfront along Beachway Avenue. Lot 1 is undeveloped. Lot 3.02 is a public surface parking lot that is used for the adjacent amusement park and for the beach; and Lot 3.03 includes portion of the beach and dune area, as well as a portion of the Keansburg Amusement Park which is used for go-carts and is leased by the Borough. The go-cart track also extends into Lot 3.01, which is incorporated into the redevelopment plan area. These lots are located on the northern side of Beachway Avenue, across the street from residential uses. The redevelopment plan area is illustrated in Map 1.

The purpose of this Redevelopment Plan is to set forth a plan to enhance and revitalize these critical parcels located along the Borough’s beachfront area in order to create a year-round destination point for Keansburg residents and for visitors. This Redevelopment Plan is based on the recommendations found in the Borough’s 1988 Master Plan, the 2003, 2012, and 2015 Master Plan Reexamination Reports, as well as the 2015 Route 36 to Bayfront Corridor Resiliency Plan. It is anticipated that the implementation of the Redevelopment Plan will also serve as a catalyst for neighborhood revitalization in neighborhoods outside of the waterfront area.

### 1.2 2021 Amendment

The Beachway Avenue Waterfront Redevelopment Plan was originally adopted by the Keansburg Mayor and Council by Ordinance No. 1403 on February 9, 2006 and an amended redevelopment plan was adopted by the Keansburg Mayor and Council by Ordinance No. 1600 on June 21, 2017.

Due to evolving approaches to the redevelopment of the tract, revisions to tax parcel boundaries from the subdivision of former Lots 3 and 3.01, and recent State agency approvals, including New Jersey Department of Environmental Protection (NJDEP) Coastal Area Facilities Review Act (CAFRA) and Green Acres, it has become necessary to amend the redevelopment plan. This is achieved through the adoption of this amended redevelopment plan, which shall supersede and replace the entirety of the previous



## **Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey**

Beachway Avenue Waterfront Redevelopment Plan adopted in 2017.

The amended redevelopment plan also divides the redevelopment plan area into two sub-areas, which are to be developed as separate components of the overall tract but which will have physical connections and interrelationships that support the overall purpose and intent of the plan. The boundaries of these sub-areas are shown in Map 2. The purpose of this amended redevelopment plan is to provide guidelines for the redevelopment of the redevelopment plan area with different concepts and design standards based on the location and characteristics of the corresponding sub-areas and the vision for their future redevelopment.



**Map 1: Redevelopment Area**  
**Beachway Avenue Waterfront Redevelopment Plan**  
**Keansburg Borough, Monmouth County, New Jersey**

-  Redevelopment Area  
 Parcel Boundary



Prepared by: RED, 1/26/2021  
Source: NJGIN; Monmouth County; Keansburg Borough  
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# Map 2: Redevelopment Subareas

## Beachway Avenue Waterfront Redevelopment Plan

### Keansburg Borough, Monmouth County, New Jersey



Prepared by: RED, 1/26/2021

Source: NJGIN; Monmouth County; Keansburg Borough

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## **2 The Public Purpose**

### **2.1 Goals and Objectives**

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

- Strengthening neighborhoods,
- Providing economic development opportunities,
- Offering various housing opportunities,
- Developing a mixture of land uses,
- Providing a pedestrian-oriented environment, and
- Utilizing high quality design standards.

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

The objectives of this Redevelopment Plan are to:

- Advance the revitalization of the Borough.
- Develop a mixture of residential uses and recreational opportunities that will add needed taxable improvements to the Borough's ratable base.
- 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 Area that are sensitive to the adjoining 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.
- Ensure a long-term productive reuse of each of the lots located within the Redevelopment Area.



# Beachway Avenue Waterfront Redevelopment Plan

## Borough of Keansburg, Monmouth County, New Jersey

### 2.2 Relationship to Local Objectives

#### 2.2.1 Keansburg Master Plan

The Borough of Keansburg's Master Plan Land Use Element was adopted in 1988. Master Plan Reexamination Reports were subsequently adopted in 2003, 2012, and 2015. These plans contain sections that focus on the Bayfront area of the Borough and have their own goals and objectives. This subsection outlines this Redevelopment Plan's relationship to the objectives outlined in the Borough's Master Plan and Reexamination Reports.

#### 1988 Master Plan

The Borough of Keansburg Master Plan was adopted in 1988. The Redevelopment Plan supports the following goals and objectives from the 1988 Master Plan:

- Develop and maintain a satisfactory level of public facilities and services;
- Provide sufficient space in appropriate locations for residential, recreational, commercial, and open space use;
- Promote a desirable visual environment;
- Protect wetlands and areas with scenic, cultural, and recreational values;
- Encourage development that contributes to the revitalization of the community.
- Guide waterfront development to maintain visual and pedestrian access to the Bayshore for the general public while encouraging development that is suitably scaled, compatible with public facilities and services, and appropriate to a waterfront location;

The following policy statement included in the 1988 Master Plan is relevant to development in the bayfront area:

"Guide waterfront development, which protects the public need for shore protection and flood control, visual and pedestrian access to the waterfront, recreation and open space, and economic development. The Borough should encourage appropriate use of waterfront locations and coordinate its efforts with the County's plan to improve waterfront access along the Raritan Bayshore."

The Master Plan also references the bayfront area of the Borough in the Land Use Plan map, in which the parking lot and existing amusement park uses on Lots 3.01 and 4, as well as the former amusement uses on Lot 1, are designated for business (B-2) uses. The portion of Lot 3 with protective dunes is designated in the Conservation Recreation (CR) Zone. Additionally, in the Recreation and Open Space map, it is noted that the existing

## **Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey**

parking area in Lot 3 should be expanded and refurbished to service the amusement area, the recreation area, the pier, and the beach preservation area.

### **2003 Master Plan Reexamination Report**

The 2003 Master Plan Reexamination Report specifically identifies the bayfront area of the Borough of Keansburg as an asset for the revitalization of the Borough. It also recommends the following regarding the bayfront area:

- Development and redevelopment of both public and private properties for the long term economic health of the community in the bayfront area should remain an important factor in the economic health of the community. Efforts to protect the beach and dunes, enhance public access, and expose the waterfront's potential should be encouraged and coordinated with State and County plans.
- It should remain the Borough's intention to explore the opportunities associated with mixed-use development and other commercial and recreational uses that could enhance the waterfront's potential.

### **2012 Master Plan Reexamination Report**

Reference to the bayfront area of Keansburg in the 2012 Master Plan Reexamination Report is limited to discussion of the boundary dividing the B-2 and CR zones. The report states that the zone boundary line near the northwest side of the Borough near Block 184 does not follow the lot line nor the mean high water line<sup>1</sup>, and that the reason for the zone boundary should be re-visited and adjusted if appropriate.

### **2015 Master Plan Reexamination Report**

The 2015 Reexamination Report further recommends the following:

- Encouraging major redevelopment along the Borough's mixed use commercial residential area (extending along Beachway Avenue from Raritan Avenue to the Waackaack Creek) that provides for a mix of uses designed according to an overall plan that enhances public access to the waterfront, protects beaches and dunes, and contributes substantially to Keansburg's economic well-being;

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<sup>1</sup> Pursuant to §22-5.13.a., The boundary of the CR Zone District shall be interpreted to include all areas of the Borough along the bayfront which extend from the mean high water line landward to a line one hundred twenty-five (125') feet landward of the top of the dune construction alignment line defined by and shown on the U.S. Army Corps of Engineers Construction Drawings entitled "Raritan Bay and Sandy Hook Bay Beach Erosion and Hurricane Project dated February 15, 1966 drawings CC-RS-501 through CC-RS-527." The CR Zone District shall include all wetlands regulated under the Wetlands Act of 1970 and as delineated on official maps as listed at N.J.A.C. 7:7-2.2.

## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

- Enhancing the bayfront as an open space and recreation area by planning for linear parks with recreation areas at major access points to the beach.

### **2.2.2 Keansburg Zoning Ordinance**

The redevelopment plan area is located in both the B-2 (Mixed Use—Residential and Commercial) and CR (Conservation Recreation) zoning districts, as shown in Map 3.

The B-2 Mixed Use—Residential and Commercial) Zoning District is “intended to encourage revitalization and economic development of a commercial area oriented to the Raritan Bayfront. Major redevelopment is supported through a conditional use provision that allows mixed use commercial-residential development.”

The uses permitted in the B-2 Zoning District (pursuant to §22-5.10.b. of the Borough’s Zoning Ordinance) include:

- Any use permitted in the B-1 General Commercial Zone, except for single family homes located within Block 184, Lots 1 and 3;<sup>1</sup>
- Amusement parks;
- Amusement arcades;
- Marinas;
- Water transportation;
- Detached single family dwellings meeting the requirements of the R-5 Zone Districts;
- Essential services; and
- Community residences for the developmentally disabled and shelters for victims of domestic violence.

Required accessory uses and structures include:

- Off-street parking; and
- Off-street loading

Permitted accessory uses and structures include:

- Ground, wall, window, and exempt signs;
- Fences and walls; and
- Customary accessory uses and structures incidental to a permitted use.

Conditional uses in the B-2 Zoning District include the following:

- Mixed use development;

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<sup>1</sup> Lot 3 has been subsequently subdivided and corresponds to Lots 3.02 and 3.03 as described in this redevelopment plan.

## **Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey**

- Public utilities; and
- Motor vehicle service stations and repair garages.

In Section 22-6.10 of the Borough's Zoning Ordinance, there are use, bulk, and design standards for the Mixed Use Zone. These standards provide for the enhancement of access to the waterfront, improvements to the public beachfront recreation areas, landscaping standards, and the criteria for obtaining residential density bonuses.

The C-R (Conservation Recreation) Zoning District has been established to promote the conservation of valuable natural resources and prevent environmental degradation. It also regulates the use of the beaches, dunes, and tidal wetlands to ensure that they secure the public safety from floods and other natural disasters.

The uses permitted in the C-R Zoning District (pursuant to §22-5.13 of the Borough's Zoning Ordinance) include:

- Passive or low intensity recreational uses such as swimming, fishing, or boating which do not impact adversely on beaches, dunes, and wetlands;
- Municipal or County parks and open space;
- Docks, piers, moorings, marinas, boat launches, and related water-dependent recreation or transportation facilities;
- Accessways to the water's edge; and
- Structures deemed necessary by the local, State, or Federal governments for shore protection and flood prevention.

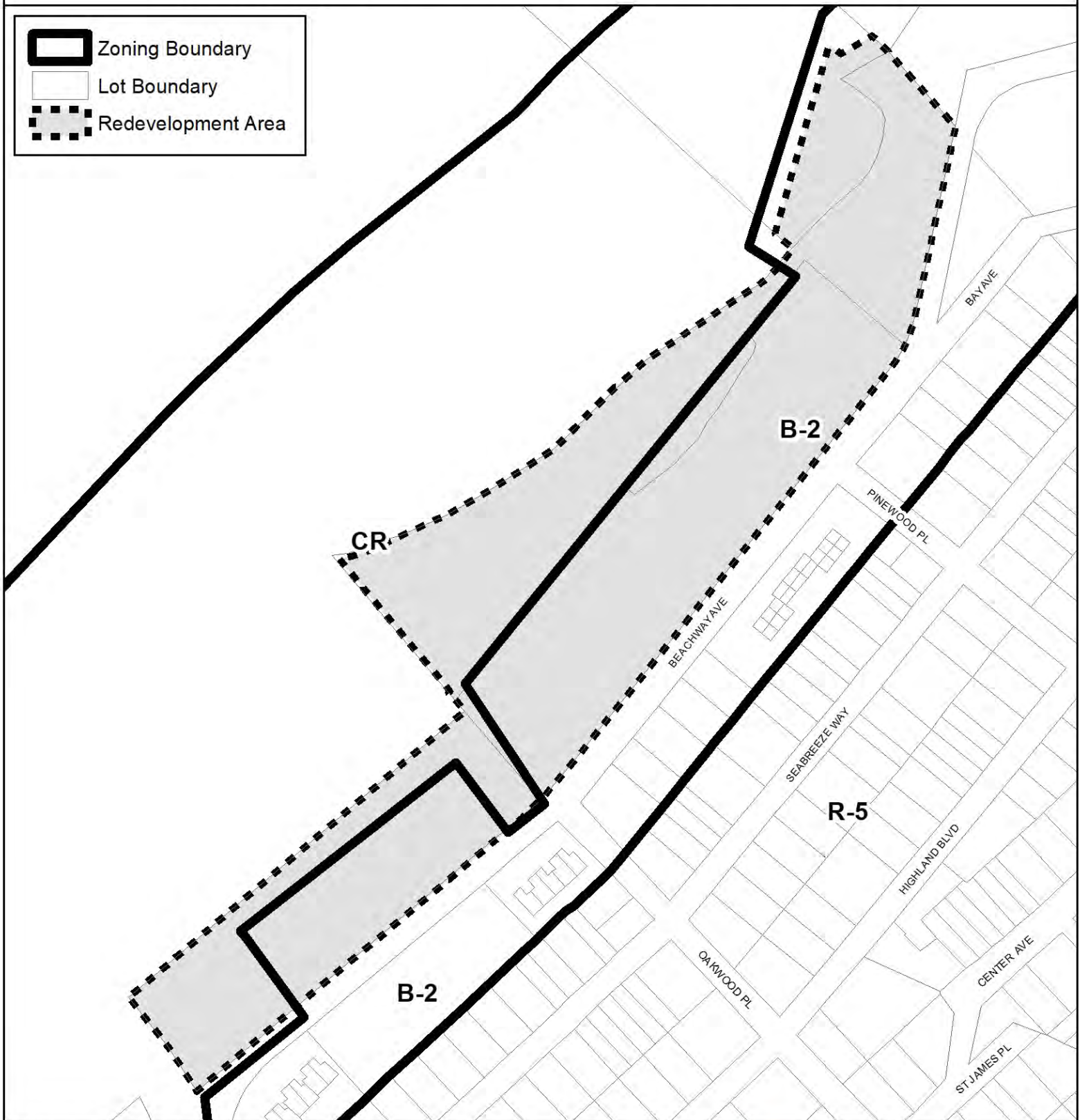
Permitted accessory uses include:

- Customary accessory uses and structures provided such uses are incidental to the principal use; and
- Exempt signs.

The Keansburg Beachway Avenue Waterfront Redevelopment Plan envisions uses that: complement and enhance the pattern of development as well as public enjoyment and use of the waterfront area; increase pedestrian activity, and; create additional tourist-compatible uses.

In order to implement the Redevelopment Plan in a manner consistent with its stated goals and objectives, the Redevelopment Plan shall serve as an overlay zone, or optional development alternative, to the existing underlying Zoning Districts as specified in the Borough's Zoning Ordinance. If the redeveloper chooses to redevelop parcels governed by the Redevelopment Plan under the redevelopment overlay option, the standards and requirements, including permitted uses, described in this Redevelopment Plan shall apply.

**Map 3: Zoning Map**  
**Beachway Avenue Waterfront Redevelopment Plan**  
**Keansburg Borough, Monmouth County, New Jersey**



Prepared by: RED, 1/26/2021  
Source: NJDOT; NJGIN; Monmouth County; Keansburg Borough  
G:\Projects\KNBG\01499\GIS\Projects\Map 3- Zoning Map.mxd

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### **3 The Redevelopment Plan**

#### **3.1 Redevelopment Activities**

The Redevelopment Plan is intended to accommodate a mix of higher density residential uses with supportive neighborhood retail services, regional commercial uses and services, and the enhancement and development of a variety of waterfront and recreational uses along the Raritan Bay shoreline. It is intended that the Redevelopment Area be planned as a coordinated project so that both the privately owned and publicly owned parcels contribute to the public welfare to their greatest potential. The Redevelopment Area is 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 residential and recreational uses designed as a comprehensively planned development in accordance with the standards contained in this Redevelopment Plan.

The major activities planned for the Redevelopment Area include:

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

#### **3.2 Redevelopment Entity**

Any designated redeveloper seeking to redevelop some or all of the parcels in the Redevelopment Area shall submit concept plans to the Borough Council so that the Borough Council, acting as the Redevelopment Entity under the Local Redevelopment and Housing Law, may review the concept plans and provide comments to them before the redeveloper moves forward with any land use applications for such development. 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 Planned Development 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 will consider five-year tax abatements and long-term tax exemptions as an added incentive for redevelopment projects developed pursuant to this Redevelopment Plan.



## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

### 3.3 Land Use and Development Regulations

The standards presented herein recognize the character of development that has evolved in Keansburg, while also encouraging the following for the Redevelopment Area:

- Rehabilitation of unproductive properties;
- Enhancement of existing conditions; and
- Preservation and enhancement of the waterfront location and uses along the Raritan Bay.

Any elements not covered by the standards in sub-section 3.3 Land Use and Development Regulations shall be subject to other appropriate provisions of this Redevelopment Plan and/or the Keansburg Zoning Ordinance.

#### 3.3.1 Definitions

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

#### 3.3.2 Permitted Uses

All permitted uses are subject to the requirements of this Redevelopment Plan's Design Standards, the Keansburg Zoning Ordinance, or as otherwise stated in this plan. Uses permitted by specific provision of the Municipal Land Use Law shall also be permitted on the redevelopment parcels.

As stated above, the lands included in the Redevelopment Area are located in the B-2 Mixed-Use Commercial-Residential and CR Conservation Recreation zone districts. The existing Zoning Ordinance allows for a number of uses that are envisioned in this Redevelopment Plan. However, in order to more effectively promote redevelopment of the area, this Redevelopment Plan **serves as an overlay to the existing zoning** and establishes the **Beachway Avenue Waterfront Redevelopment Area Overlay**.

Principal permitted uses for the Beachway Avenue Waterfront Redevelopment Area Overlay include:

- Mixed-use development in Sub-Area 2;
- Multi-family residential (including age-restricted units for persons 55 years and older);
- Marinas;

## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

- Water transportation;
- Essential services;
- Passive or low intensity recreational uses;
- Parks or open space;
- Docks, piers, moorings, marinas, boat launches, and related water dependent recreation or transportation facilities for which required Waterfront Development Permits and Coastal Area Facility Review Act permits have been issued;
- Accessways to the water's edge; and
- Structures deemed necessary for shore protection and flood prevention.

Required Accessory Uses include:

- Off-street parking and loading.

Permitted Accessory Uses include:

- Customary accessory uses and structures provided such uses are incidental to the principal use; and
- Exempt signs.

The non-residential component of a mixed-use development may include the following functions:

- Retail;
- Personal services; and
- Restaurants.

## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

### 3.3.3 Bulk and Area Requirements

The redevelopment area is divided into two subareas for the purpose of the redevelopment standards. The area, yard, and structure requirements Sub Area 1 are as follows in Table 1:

**TABLE 1**

<b>Bulk Item</b>	<b>Standard</b>
Minimum Lot Area	Two (2) developable acres
Minimum Lot Frontage	150 feet
Minimum Building Setbacks	
Front Setback	50 feet
Side Setback (each)	10 feet
Rear Setback	No requirement except setbacks from dunes shall be subject to CAFRA requirements
Maximum Lot Coverage	80% (As permitted by CAFRA regulations)
Maximum Floor Area Ratio (F.A.R.) <sup>2</sup>	2.5 (developable acres <sup>3</sup> only)
Minimum Gross Floor Area	75,000 square feet
Maximum Residential Density	50 dwelling units per developable acre
Maximum Building Height	6 stories or 70 feet
Minimum Open Space	30%

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<sup>2</sup>Ground level parking within proposed structures shall not be included in calculation of F.A.R.

<sup>3</sup> A developable acre shall be land area which is free of wetlands, beaches, dunes, and easements or other encumbrances.

## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

The area, yard, and structure requirements Sub Area 2 are as follows in Table 2:

**TABLE 2**

<b>Bulk Item</b>	<b>Standard</b>
Minimum Lot Area	3 developable acres
Minimum Lot Frontage	150 feet
<b>Minimum Building Setbacks</b>	
Front Setback	15 feet—To property line and not accounting for easements along right-of-way
Side Setback (each)	10 feet
Rear Setback	No requirement except setbacks from dunes shall be subject to CAFRA requirements
<b>Lot Coverage</b>	
Maximum Lot Coverage	80% (As permitted by CAFRA regulations)
Maximum Building Coverage	70% (As permitted by CAFRA regulations)
Maximum Floor Area Ratio (F.A.R.) <sup>2</sup>	2.0 (developable acres <sup>3</sup> only)
Minimum Gross Floor Area	No requirement
Maximum Residential Density (Total Sub-Area 2 tract)	55 DU per acre at completion of Phase 1 82 DU per acre at completion of Phase 2
Maximum Building Height (Building height in each phase)	Phase 1: 65 feet and 4 stories over parking Phase 2: 85 feet and 7 stories over parking
Minimum Common Areas and Recreation	30% including common areas provided on buildings, but not including private balconies
<b>Building Separation Distance:</b> Minimum Building Separation Distance	50 feet

This Redevelopment Plan envisions the Redevelopment Area to be redeveloped with ground floor parking which will be located below any residential units. In accordance with the Borough's Revised General Ordinances, all residential units shall be located on the second floor and above, set at an elevation above the base flood elevation (BFE) plus a minimum of two (2) feet of freeboard.

<sup>2</sup> Ground level parking and support structures within proposed structures shall not be included in calculation of F.A.R.

<sup>3</sup> A developable acre shall be land area which is free of wetlands, beaches, dunes, and easements or other encumbrances.

### **3.3.4 *Waivers***

Variation from the requirements set forth in this Redevelopment Plan may be necessary in certain unusual circumstances or to meet state or federal permit requirements. The Planning Board of Adjustment may waive 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 any such waivers from the requirements of this Redevelopment Plan, the Board shall refer any waiver applications to the Borough Council, acting as the Redevelopment Entity, and the Borough Council shall provide any comments or objections to the grant of the waivers to the Board 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 its submission to the Board and has 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 already reviewed by the Borough Council.

### **3.3.5 *Beach or Waterfront Access Improvements***

Substantial improvements to pedestrian access to the beach or waterfront via the baywalk are desired. The redeveloper shall extend the north-eastern end of the baywalk northeasterly to reach the existing go-kart section and proposed parking area (see Section 3.3.11). This will enhance access to the beach and public open space areas. Additional improvements may include, but need not be limited to, lighting, signage, plantings, seating, and amenities that formalize access points from the street. Enhanced visual access of the waterfront and bay through the provision of gazebos or structures for the passive enjoyment of waterfront views may also be allowed under this Redevelopment Plan.

## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

### 3.3.6 *Façades*

The following standards shall be applied to all types of development in this plan.

The rhythm of entrances, store fronts, windows, canopies, and awnings of new façades shall be consistent with the prevailing design of such elements in the area proximate to the project. In the absence of an appropriate surrounding context, facades, building materials, and massing shall be designed in an architectural style that is consistent with the design goals and vision of the Borough as expressed in its various planning and redevelopment documents. These design goals shall include items such as visual diversity, traditional proportions (base, middle and top), and a variety of materials. Consistency with these goals shall be determined based on a review of the proposed project by the Borough and its professionals.

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 architecture found throughout the Borough of Keansburg. 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. Side and rear elevations of buildings shall be comparable to that of the front façade, if visible to the public.

The exterior walls of buildings shall be made of durable building materials such as stone, brick, wood, or stucco. Aluminum siding, vinyl or vinyl-coated siding, metal panels, and mirrored glass exterior surfaces are prohibited. Pole barns or prefabricated metal buildings are prohibited.

Awnings/canopies should be made of canvas or modern materials that mimic canvas with traditionally dyed colors in solids or stripes. Metal and vinyl awnings are prohibited. Metal eyebrows or similar decorative façade elements are permitted but shall extend no more than 18 inches from the wall face.

First floor façades 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. Large blank walls are prohibited along any street. Storefront windows may be either typical large, single pane, or multiple smaller panes (approximately 2-foot square) separated by mullions. Upper floor uses are to be provided with separate exterior entrances unless a large common lobby or atrium is provided.

Gambrel, and mansard roofs are prohibited on residential buildings unless demonstrated to be consistent with a traditional shore architectural style. Flat roofs are prohibited on buildings that are four (4) stories or less but are permitted on buildings that are five (5) stories or more (or four or more stories over ground level parking). Otherwise, new roofs shall be gabled or hip roofs.



### ***3.3.7 Street Furniture and Lighting***

The redeveloper shall provide a transit shelter at the Academy bus stop located at the southern corner of Lot 3.02 along Beachway Avenue, to accommodate transit riders and ADA accessibility. Additional street and site furnishings shall also be incorporated into developments, such as flower boxes, arbors, planters, benches, and trash and recycling receptacles. All street furniture 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. All utility boxes and HVAC exterior equipment shall be screened by architectural elements or landscape plantings and/or elevated above the flood level.

Lighting shall be subdued and shielded to prevent spillage onto adjoining properties unless specifically approved for that purpose by the Board. Lighting shall be minimal for security and safety purposes. Lighting fixtures shall be mounted at the lowest appropriate height. A point-by-point lighting plan shall be submitted indicating the location of the lighting fixtures, the direction of illumination, the wattage and the foot-candle levels of illumination for each fixture, and the details of the lighting poles and the luminaries.

### ***3.3.8 Signage***

Signs shall be sized and placed in accordance with the Borough's 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.

### ***3.3.9 Landscaping and Street Trees***

The landscaping within the Redevelopment Area shall be conceived as a total pattern throughout the tract, integrating the various elements of the architectural design of the buildings and creating an aesthetically pleasing environment. Landscaping shall include shade trees, decorative flowering trees, evergreen trees, shrubs and hedges, ground cover, perennials, and annuals, and may include other materials such as rocks, sculptures, art, walls, fences, and decorative brick or paving materials.

Landscaped buffers shall be provided between non-residential and residential uses and between parking areas and public rights of way. Landscaping shall be used to soften the corners and edge of the buildings. Any portion of a parcel that is not necessary for building or parking purposes shall be appropriately landscaped.

## **Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey**

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 plants shall be installed in accordance with the American Nurseryman Guide, latest edition. The minimum size of new plants at the time of planting shall be as follows:

- Shade trees shall have a minimum caliper of two and one-half inches (2 ½") measured by six inches (6") from the ground level, shall have a standing height of at least ten feet (10'), and shall be balled and burlapped;
- Decorative flowering trees shall have a minimum caliper of one and one-quarter inches (1 ¼") measured six inches (6") from ground level, shall have a standing height of at least six feet (6'), and shall be balled and burlapped. Decorative flowering trees shall be well branched, with the branches starting not less than three feet (3') above the crown of the root system;
- Evergreen trees shall be at least six feet (6') in height at time of planting and shall be balled and burlapped; and
- Shrubs and hedges shall be at least eighteen to twenty-four inches (18-24") tall at the time of planting, depending upon and appropriate to the species of plant.

Additionally, all plant material shall be guaranteed for at least two (2) years and a written copy of the guarantee executed between the developer and the nursery of landscape architect installing the plantings shall be reviewed by the attorney and planner for the Planning Board prior to the Board granting any approval.

### ***3.3.10 Vehicular/Pedestrian Circulation***

All buildings shall have entrances accessed directly from a public or semi-public pedestrian walkway. Pedestrian walkways shall be provided along the front yard and extending along the entirety of the Beachway Avenue right of way. Pedestrian walkways shall be provided between all 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. Sidewalks shall be connected where there are gaps and missing links. Sidewalks shall extend from the building façade or interior alleys or mews to the curb for the purpose of facilitating pedestrian movement.

### **3.3.11 Parking**

- **Sub-Area 1**

In Sub-Area 1 redevelopers are required to abide by the parking requirements as stipulated in the Borough's Zoning Ordinance. The redeveloper shall submit a parking plan for approval by the Keansburg Planning Board during site plan review in accordance with standards established in the Keansburg Zoning Ordinance. The parking plan shall address the need generated by the proposed development and how that need will be met.

- **Sub-Area 2**

As part of Phase 1 of Sub-Area 2, the redeveloper shall construct ground floor parking for the two buildings constructed in this phase and the surface parking lot as shown on the Phase 1 conceptual development plan (See Map 5). As depicted in the conceptual development plan, it is anticipated that 204 parking spaces will be provided in Phase 1, including 109 spaces provided on the ground floor of the buildings, 74 spaces in the surface parking lot, and 21 on-street parking spaces. It is noted that the specific number of spaces provided may vary depending on site planning considerations. Regardless, the number of parking spaces provided in both phases of Sub-Area 2 shall be at a minimum ratio of 1.15 parking space per residential unit.

In Phase 2, it is anticipated that the applicant will provide 60 spaces within the ground-level parking in the building constructed in this phase and as shown on the Phase 2 conceptual development plan (See Map 6). In addition, the redeveloper shall provide an at-grade and paved parking lot in the "go-kart" portion of the Redevelopment Plan Area (located to the north of the intersection of Beachway Avenue and Bay Avenue). This parking area shall be allocated to public parking and will serve the adjacent recreation and public beach access. The public parking lot developed in Phase 2 shall provide approximately 150 new parking spaces.

As in Phase 1, the specific number of spaces provided in Phase 2 may vary depending on site planning considerations. As previously noted above, however, the number of parking spaces provided in both phases of Sub-Area 2 shall be at a minimum ratio of 1.15 parking space per residential unit.

### **3.3.12 Storm Resiliency Guidelines**

Where appropriate, the Redevelopment Area shall employ a combination of the following storm resiliency guidelines to better prepare the Redevelopment Area for extreme weather events:

- Rain gardens and bioswales can absorb excess stormwater generated by impervious surfaces on site, provided that the area can absorb the stormwater within a 24-hour period.
- Permeable pavements help to reduce stormwater runoff and can infiltrate, treat, or store rainwater where it falls, which helps to improve the quality of terrestrial waters and mitigate flooding.
- Green roofs are roofs that are covered with substrate and vegetation that enable the infiltration of rainwater, minimizing stormwater runoff, and leading to reduced building operating costs and energy consumption by providing improved insulation of the roof surface and absorbing less heat on the roof surface.

### **3.4 Sub-Areas and Phasing**

The Redevelopment Plan Area shall be developed in two sub-areas, each with its own phasing schedule. Concept Plans for each Sub-Area and the vision for the phasing of Sub-Area 2 of the redevelopment plan area are shown in Maps 4 through 6. The following Phasing conditions shall apply:

#### **3.4.1 Sub-Area 1**

Sub-Area 1 of the Redevelopment Area is shown in Map 4 and is comprised of the entire property known as Block 184, Lot 1, located on the northern side of Beachway Avenue. The vision for Sub-Area 1 is to provide multi-family residential units contained in multiple buildings. Improvements to be constructed under Sub-Area 1 shall include three (3) structures containing up to 32 Dwelling Units (DUs) each as well as all associated site improvements as outlined in this Redevelopment Plan.

Sub-Area 1 shall be determined complete by the Borough of Keansburg when a minimum of 84 out of the total 96 DUs (7/8 of the total DUs in Sub-Area 1) have been sold and Certificates of Occupancy (C.O.s) have been issued for same. If the redeveloper is unable to sell the remaining 12 units (the remaining 1/8 of the total DU's), the remaining units may be leased on an annual basis, provided the fact that no more than four (4) units (1/8 of the DUs in a building) per building may be leased, unless otherwise mutually agreed upon in writing by the Borough and the redeveloper.

## **Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey**

Buildings 1 and 2 shall be completed prior to the issuance of any construction permits for the construction of Building 3. However, the redeveloper may elect to commence construction on Building 3 in conjunction with Buildings 1 and 2. However, in no event shall any C.O. be issued for Building 3 before Buildings 1 and 2 are determined to be complete and specifically a minimum of 56 out of the total 64 DUs (7/8 of the total DUs) in Buildings 1 and 2 are sold. Should the redeveloper elect to commence construction on Building 3 in conjunction with Buildings 1 and 2, the redeveloper shall be required to complete the construction of Building 3 in its entirety so that its condition satisfies all requirements for the issuance of a C.O. Once construction starts on Building 3, the redeveloper must demonstrate good faith efforts to work continuously, without delay, to complete the construction of Building 3 in its entirety and keep the building in excellent condition and ready for the issuance of C.O.s.

Sub-Area 1 shall be deemed completed when these conditions are met.

### **3.4.2 Sub-Area 2**

Sub-Area 2 is comprised of the property known as Block 184, Lots 3.02, 3.03, and a portion of Lot 3.01 located at and north of the intersection of Beachway Avenue and Bay Avenue. (See Maps 5 and 6) Sub-Area 2 also includes the portions of Block 184, Lots 3.01 and 3.03 that are currently used by the go-karts. The vision for Sub-Area 2 is to provide multi-family residential units contained in multiple buildings with potentially a small-scale retail component in the second phase of the project, as well as enhanced public beach access and associated public parking.

Improvements to be constructed in Sub-Area 2 shall include three (3) multi-family residential buildings as shown in the concept plans presented in Maps 5 and 6, as well as associated site improvements. Improvements will include the baywalk extension and public parking area pursuant to Sections 3.3.5 and 3.3.11, respectively. The baywalk extension and the public parking area shall be completed prior to the issuance of building permits for the construction of any of the residential buildings. As shown in the conceptual development plans, and based on the permitted densities shown in Table 2, it is anticipated that the two buildings constructed in Phase 1 will contain approximately 102 DU's and the third building constructed in Phase 2 will contain approximately 110 DU's. The actual number of units to be constructed in each phase will depend on site planning consideration, but shall not exceed the permitted densities shown in Table 2

Sub-Area 2 will be constructed in two different phases. Phase 1 will include the two buildings and surface parking lot shown in Map 5. Phase 2 will include the first two buildings constructed in Phase 1 and a third building and surface public parking area to be constructed where the existing go-kart track is located as shown in Map 6.



**Map 4: Concept Plan (Subarea 1)**  
**Beachway Avenue Waterfront Redevelopment Plan**  
**Keansburg Borough, Monmouth County, New Jersey**



Prepared by: RED, 1/26/2021  
Source: NJGIN; Monmouth County, Keansburg Borough  
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# Map 5: Concept Plan (Subarea 2, Phase 1) Beachway Avenue Waterfront Redevelopment Plan Keansburg Borough, Monmouth County, New Jersey



Prepared by: RED, 1/26/2021  
Source: NJGIN; Monmouth County, Keansburg Borough  
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# **Map 6: Concept Plan (Subarea 2, Phase 2)** **Beachway Avenue Waterfront Redevelopment Plan** **Keansburg Borough, Monmouth County, New Jersey**



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Prepared by: RED, 1/26/2021  
 Source: NJGIN; Monmouth County, Keansburg Borough  
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### **3.5 Redevelopment Agreement**

No new construction on these sites are allowed except through a negotiated Redevelopment Agreement between the property owner and the Borough Council serving in its capacity as the Redevelopment Entity for this Redevelopment Area under the Local Redevelopment and Housing Law. Execution of a Redevelopment Agreement shall be contingent upon the submission of a concept plan for the entire Redevelopment Plan Area, or for such designated phase of the Redevelopment Area as authorized by the Borough Council, by the designated redeveloper to the Borough Council, and upon the Borough Council acceptance of that concept plan, 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. Concept plans which depict the vision for the Redevelopment Area are attached as Appendix A.

### **3.6 Provisions Related to Improvements**

The designated redeveloper or other such party responsible for the development of any portion of the Redevelopment Area shall be responsible for their 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 Redevelopment Agreement that the designated redeveloper shall enter into with the Borough. Off-site responsibility for properties not covered under the Redevelopment Agreement will be determined during the permit and/or site plan review process.

All infrastructure improvements shall comply with applicable local, state, and federal codes including the Americans with Disabilities Act (ADA). All utilities shall be placed underground.

### **3.7 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.

### **3.8 Affordable Housing**

The actual affordable housing obligation for the Redevelopment Area, if any, will be determined by the Mayor and Borough Council (acting as the Redevelopment Entity), at

## **Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey**

the time of the execution of the Redevelopment Agreement. The redeveloper may be able to apply to the Mayor and Borough Council for an exemption from all or part of any obligation that the Redevelopment Area may be subject to. Currently, there are no existing residential units (affordable or market rate) in any of the properties subject to this Redevelopment Plan, there is no relocation of residents anticipated as part of any redevelopment project.

## **Section 4. Acquisition and Relocation**

The Borough shall not use the power of eminent domain to acquire any parcels within the Redevelopment Area for the purpose of implementing this Redevelopment Plan. That being said, however, parcels within the Redevelopment Area may be acquired by voluntary negotiated purchase for purposes of implementing this plan. In addition, municipally owned property may be conveyed to a designated redeveloper by the Borough following adoption of this Redevelopment Plan and execution of a Redevelopment Agreement between the Borough and the designated redeveloper.

Additionally, and as stated in Section 3.8 above, it is noted that as there are currently no existing residential units in any of the properties subject to this Redevelopment Plan, there is no relocation of residents anticipated as part of any redevelopment project.

## **Section 5. Relationship to Other Plans**

### **5.1 Borough of Keansburg Master Plan**

Pursuant to the LRHL, “all provisions of the redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan” (N.J.S.A. 40A:12A-7d). As described in the prior sections, this Redevelopment Plan is substantially consistent with the Borough’s Master Plan and Land Use Plan Element of the Master Plan and is designed to effectuate the goals and objectives of the Master Plan and its Land Use Plan Element.

### **5.2 Plans of Adjacent Municipalities**

The Borough of Keansburg is located in Monmouth County and is bordered by the municipalities of Middletown and Hazlet Townships. However, the site that is the subject of this Redevelopment Plan is located along Keansburg’s waterfront and is bordered by the Raritan Bay and does not adjoin any municipal boundaries. Accordingly, there are no expected impacts on adjacent municipalities.

### **5.3 Monmouth County Growth Management Plan**

The Monmouth County Planning Board adopted its Master Plan on October 17, 2016. The Monmouth County Master Plan outlines the following goals, principles, and objectives that are supported by and are substantially consistent with this Redevelopment Plan:

## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

**Goal 2:** Promote the protection and conservation of natural and cultural resources to help guarantee our long-term sustainability.

### **Principle 2.1 Natural Resources:**

- **Objective B:** Protect, conserve, and enhance the county's significant, diverse, natural and scenic resources utilizing sound ecological protection and restoration measures.
- **Objective D:** Encourage the sustainable use of public lands in concert with natural resource protection.

### **Principle 2.4: Investments in Priority Preservation Areas and Locations:**

- **Objective D:** Enhance communities through revitalization efforts while retaining and strengthening significant assets that contribute to their individual identity.

**Goal 3:** Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, play, and stay.

### **Principle 3.1 Vibrant and Sustainable Communities**

- **Objective A:** Promote policies that foster health, sustainable, and resilient communities
- **Objective D:** Encourage a range of housing options including types, sizes, styles, and accommodations to meet the needs associated with various lifestyles, life-stages, abilities, and occupations of residents while supporting economic sustainability within the region.
- **Objective H:** Endorse the use of enhanced landscapes, streetscapes, and design amenities that promote safe and secure neighborhoods as well as other attractive and appealing built environments that discourage aversion, crime, and blight.
- **Objective J:** Enhance and improve recreational opportunities.

### **Principle 3.2 Preservation of Community Character**

- **Objective B:** Support measures to improve communities in need of revitalization or restoration.

### **Principle 3.3 Housing**

- **Objective B:** Encourage housing development in locations that provide access to various modes of travel that could reduce automobile dependency.

## Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey

### Principle 3.4 Economic Development and Redevelopment

- **Objective B:** Encourage development of a high-quality, diversified tax base to provide superior economic resiliency when confronted with unanticipated changes in the overall economy
- **Objective E:** Encourage public investments that enhance local and regional competitiveness in the marketplace.
- **Objective I:** Encourage a variety of new and rehabilitated housing options to meet the needs of an evolving workforce in support of greater regional economic growth.

### Principle 3.7 Investment in Priority Growth Areas and Growth-Impacted Locations

- **Objective A:** Encourage public infrastructure investments in county recognized priority growth areas and locations that support economic development and redevelopment; particularly locations in existing and planned service areas.
- **Objective B:** Coordinate infrastructure and utility upgrades with economic development and redevelopment activities.

## 5.4 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).

The Amendment to the Beachway Avenue Waterfront Redevelopment 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 is compatible with and also furthers the following State Plan policy objectives:

#### Land Use

Ensure sufficient 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



## **Beachway Avenue Waterfront Redevelopment Plan Borough of Keansburg, Monmouth County, New Jersey**

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.