

# **Carr Avenue Corridor Redevelopment Plan**

**Borough of Keansburg  
Monmouth County, New Jersey**

Prepared:  
June 25, 2021

Prepared for:  
Borough of Keansburg Planning Board of Adjustment

Prepared by:



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Adopted by the Keansburg Borough Council on July 21, 2021.

*The original of this document has been signed  
and sealed in accordance with New Jersey Law.*

## **ORDINANCE NO. 1679**

### **AN ORDINANCE OF THE BOROUGH OF KEANSBURG, COUNTY OF MONMOUTH, STATE OF NEW JERSEY, ADOPTING A REDEVELOPMENT PLAN FOR THE CARR AVENUE CORRIDOR**

**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.A.A. 40A:12A-1, et seq ("LRHL"); and

**WHEREAS**, the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. ("Redevelopment Law"), authorizes municipalities to determine whether certain parcels of land located therein constitute areas in need of redevelopment; and

**WHEREAS**, on July 17, 2019, the Borough Council ("Council") of the Borough of Keansburg ("Borough") adopted Resolution 19-098, authorizing and directing the Planning Board of the Borough ("Board") to undertake a preliminary investigation and redevelopment study to determine whether all properties, identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52, thereof ("Study Area"), meet the criteria set forth in the Redevelopment Law and should be designated as a Non-Condensation Redevelopment Area, as that term is defined by the Redevelopment Law; and

**WHEREAS**, on April 22, 2020, the Borough Council ("Council") of the Borough of Keansburg ("Borough") adopted Resolution 20-038, accepting the recommendation from the Planning Board of the Borough of Keansburg and finding that all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 as shown on the official tax map of the Borough of Keansburg be and are hereby deemed to be a Non-Condensation Redevelopment Area pursuant to the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq.; and

**WHEREAS**, pursuant to N.J.S.A. 40A-12A-4, the Borough, through the firm T&M Associates, prepared a redevelopment plan entitled "Carr Avenue Corridor Redevelopment Plan" substantially in the form attached hereto ("Redevelopment Plan"), which provides for the redevelopment of several areas of the Borough, specifically Block 10, Lots 1 and 3 through 9, Block 12, Lots 6 through 9, Block 13, Lots 1, 2.02, 3, 4, 5.01, 5.03, 7 and 8, Block 14, Lots 1, 1.02 and 2 through 9 and Block 52, Lots 4 through 8; and

**WHEREAS**, prior to the final passage of this Ordinance, the Borough Council referred the Redevelopment Plan to the Planning Board of Adjustment ("Planning Board") for its review at the July 11, 2021 meeting as to master plan consistency and for any other comments in accordance with 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 Borough Council now wishes to approve and adopt the Carr Avenue Corridor 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 Carr Avenue Corridor Redevelopment Plan in the form attached hereto as **Exhibit A**.

**BE IT FURTHER ORDAINED**, that the Redevelopment Plan shall supersede the applicable provisions of the Borough's Zoning Ordinance.

**BE IT FURTHER ORDAINED**, that the remainder of all other sections and subsections of the afore mentioned Ordinance not specifically amended by this Ordinance shall remain in full force and effect.

**BE IT FURTHER ORDAINED**, all Ordinances or parts thereof inconsistent with the provisions of this Ordinance are hereby repealed as to such consistency.

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

INTRODUCTION: June 29, 2021

ADOPTION: July 21, 2021



**EXHIBIT A**

Carr Avenue Corridor Redevelopment Plan

*Note: The current document is the redevelopment plan for the Carr Avenue Corridor.*

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## 1.0 — Introduction

The Borough of Keansburg has determined that the utilization of powers afforded by the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.) is the most effective approach to promote the revitalization of and reinvestment on the following properties:

- Block 10, Lots 1 and 3 through 9
- Block 11, Lots 3, 8 and 9;
- Block 12, Lots 3 through 10;
- Block 13, Lots 1, 2.02, 3, 4, 5.01, 5.03, 7, and 8;
- Block 14, Lots 1, 1.02 and 2 through 9; and,
- Block 52, Lots 3 through 10.

Upon the recommendation of the Borough of Keansburg Planning Board of Adjustment and along with other properties (incl., all properties on Blocks 7, 8, 10, 11, 12, 13, 14 and 52), the foregoing properties were designated by the Keansburg Borough Council as a non-condemnation redevelopment area with the adoption of Resolution No. 20-038 on April 22, 2020 (n.b., a copy of Resolution No. 20-038 is provided in Appendix A).

The foregoing properties constitute what may be referred to as the Carr Avenue Corridor Redevelopment Area.

Please note that a Redevelopment Plan was previously prepared for Block 11, Lots 4 through 7. While Block 11, Lots 4 through 7 also exist in the Carr Avenue Corridor, the previously adopted Redevelopment Plan for said properties remains unchanged and continues to be valid and regulate their redevelopment. This Redevelopment Plan does not regulate development on Block 11, Lots 4 through 7.

T&M Associates has prepared this Redevelopment Plan at the request of the Borough of Keansburg for the purpose of undertaking the redevelopment of the Carr Avenue Corridor Redevelopment Area.

## 2.0 — Statutory Requirements

This Redevelopment Plan is written pursuant to Section 7 of the Local Redevelopment and Housing Law at NJSA 40A:12A-7a, which provides that “no redevelopment project shall be undertaken or carried out except in accordance with a Redevelopment Plan adopted by ordinances of the municipal governing body.” Pursuant to the requirements of the Local Redevelopment and Housing Law, the Redevelopment Plan shall include an outline for the planning, development, redevelopment, or rehabilitation of the Redevelopment Plan Area sufficient to indicate:

1. Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities, and other public improvements.
2. Proposed land uses and building requirements in the Redevelopment Plan Area.
3. Adequate provision for the temporary and permanent relocation, as necessary, of residents in the Redevelopment Plan Area, including an estimate of the extent to which decent, safe, and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
4. An identification of any property within the Redevelopment Plan Area that the municipality envisions acquiring, in accordance with the Redevelopment Plan.
5. Any significant relationship of the Redevelopment Plan to: (a) the Master Plans of contiguous municipalities; (b) the Master Plan of the county in which the municipality is located; and (c) the State Development and Redevelopment Plan (SDRP), adopted pursuant to the “State Planning Act,” P.L. 1985, c. 398 (C.52:18A-196 et al.).

As evidenced by the following sections of the plan, this Redevelopment Plan meets these statutory requirements.



### 3.0 — Redevelopment Plan Area Description

This Redevelopment Plan has been prepared for the Carr Avenue Corridor Redevelopment Area (hereinafter referred to as the “Redevelopment Plan Area”), which contains a total combined area of approximately 5.0 acres and includes the following properties:

- Block 10, Lots 1 and 3 through 9
- Block 11, Lots 3, 8 and 9;
- Block 12, Lots 3 through 10;
- Block 13, Lots 1, 2.02, 3, 4, 5.01, 5.03, 7, and 8;
- Block 14, Lots 1, 1.02 and 2 through 9; and,
- Block 52, Lots 3 through 10.

Appendix B provides aerial mapping of the Redevelopment Plan Area and shows its location within the Borough. In addition, Appendix C provides a copy of sheets 3, 4 and 10 of the official tax maps of the Borough of Keansburg.

#### 3.1 — Surrounding Land Uses

The Redevelopment Plan Area is bisected by the right-of-way of Carr Avenue and immediately surrounded by: the right-of-way of Beachway Avenue to the north; the right-of-way of Center Avenue to the south; the right-of-way of Raritan Avenue to the east; and, predominantly residential and vacant properties to the west. Further afield, residential land uses predominate to the east, west and south of the Redevelopment Plan Area, and non-residential uses predominate to the north.

#### 3.2 — Environmental Constraints

The Redevelopment Plan Area is located entirely within a flood hazard area of the class Zone AE, which is characterized by a one (1) percent annual chance of flooding. There are no other mapped environmental constraints within the Redevelopment Plan Area. The area has a base flood elevation of 12 feet.

Conformance with all applicable requirements of the New Jersey Department of Environmental Protection shall be required.

#### 3.3 — Existing Zoning

The Redevelopment Plan Area is located in the B-2 (Mixed Use Residential and Commercial) Zone District. The purpose of the B-2 (Mixed Use Residential and Commercial) Zone District is 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 minimum lot size of the B-2 (Mixed Use Residential and Commercial) Zone District is 5,000 square feet for interior lots and 7,000 square feet for corner lots. The minimum lot frontage is 50 feet for interior lots and 70 feet for corner lots, and the minimum required front and rear yard setbacks are ten (10) feet for all lots. In addition, the B-2 (Mixed Use Residential and Commercial) Zone District permits a maximum building coverage of 80 percent (n.b., the

maximum permitted coverage of the principal building is 50 percent) and a maximum floor area ratio of 0.5.

## 4.0 — Goals and Objectives

The goals and objectives of Redevelopment Plan Area are as follows:

1. Abate the conditions that cause the Redevelopment Plan Area to be in need of redevelopment;
2. Provide tax ratables for the Borough through revitalization and reinvestment;
3. Expand development opportunities within the Redevelopment Plan Area;
4. Improve the aesthetic image of the Borough;
5. Increase the supply and diversity of the local housing stock;
6. Provide space for non-residential uses, such as retail, dining and personal services, health and fitness clubs and professional offices;
7. Promote the overall goals and objectives of the Borough's Master Plan;
8. Facilitate resilient design of the commercial corridor;
9. Encourage mixed-use development with residential uses above the ground floor;
10. Promote walking and cycling by incorporating pedestrian amenities; and,
11. Implement strategies for flood protection and resiliency.

## 5.0 — Redevelopment Standards

### 5.1 — Relationship to Municipal Land Development Regulations

The standards contained in this chapter of the Redevelopment Plan shall supersede the existing zoning for the Redevelopment Plan Area.

In addition to the above, a new zone, entitled “Carr Avenue Corridor Redevelopment Plan Area,” shall be established on the Official Zoning Map of the Borough of Keansburg and the provisions of this Redevelopment Plan shall apply.

### 5.2 — Permitted Uses

Principal permitted uses as well as accessory and prohibited uses are described in the following subsections.

#### 5.2.1 — Principal Permitted Uses

The following uses are permitted as principal uses throughout the Redevelopment Plan Area:

1. Multifamily residential development (n.b., residential uses shall not be permitted on the ground floor, except that entranceways, lobbies, mechanicals, mailrooms, and similar accessory uses and appurtenances to the residential units on the upper floors may be permitted so long as no more than 2,000 square-feet of the ground floor area, and no more than 20 percent of the front building façade along Carr Avenue, of any building containing residential uses is devoted to such uses);
2. Public and private playgrounds, parks, and other public purposes;
3. Retail uses as permitted in the B-1 Zoning District;
4. Personal services as permitted in the B-1 Zoning District;
5. Dining (incl., restaurant and bars);
6. Professional offices as defined in Section 22-2 of the Code of the Borough of Keansburg (incl., on-site management offices for multifamily residential development);
7. Health clubs and commercial gyms; and,
8. Mixed-use buildings containing two (2) or more of the aforementioned uses (n.b., when multi-family residential uses are part of a mixed-use building, access to residences shall be entirely separated from access to non-residential uses).
9. Parking (including structured parking)

**5.2.2 — Additional Principal Permitted Uses on Block 10, Lots 1, 8 and 9 and Block 14, Lots 1, 8 and 9 and all lots in Block 14, shall include temporary and/or permanent surface parking and structured parking.**

#### 5.2.3 — Permitted Accessory Uses

The following uses are permitted as accessory uses:

1. Mailrooms, private gyms, laundry facilities; rooftop decks, balconies and similar amenities for the sole use of residents of on-site multifamily residential development;

2. Antennas not to exceed three (3) feet in height, and television “dish” antennas not to exceed 24 inches in any single (i.e., one [1]) dimension. To the extent possible antennas and television “dish” antennas shall be located on a roof or rear façade that is not visible from a public right-of-way;
3. Uses normally subordinate to a principal permitted use, the purpose of which is incidental to the principal use or uses in the same building; and,
4. Parking, including structured parking and temporary or permanent surface parking.

#### 5.2.4 — Prohibited Uses

The following uses are prohibited:

1. Home occupations as defined Section 22-2 in the Code of the Borough of Keansburg, except that the use of a home professional office may be permitted where the conduct of the primary business is normally conducted off-site.
2. All other uses not specifically identified as a permitted principal or accessory use in this Redevelopment Plan.

#### 5.3 — Bulk Standards

The following bulk standards shall apply:

1. Minimum Lot Size: 15,000 square feet
2. Front Yard Setback\* (Carr Avenue):
  - a. From Property Line:
    - i. Minimum: 5 feet
    - ii. Maximum: 10 feet
  - b. From Curb Line:
    - i. Minimum: 15 feet
    - ii. Maximum: 20 feet
3. Front Yard Setback\* (Streets Intersecting Carr Avenue, Raritan Avenue):
  - a. From Property Line:
    - i. Minimum: 3 feet
    - ii. Maximum: 10 feet
  - b. From Curb Line:
    - i. Minimum: 7 feet
    - ii. Maximum: 15 feet
4. Rear Yard Setback
  - a. Minimum: five (5) feet for no more than one-third of the linear distance of the building façade and a minimum of 10 feet for the remainder of the building.
  - b. Maximum: Not Applicable

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\* Front yard setback building line shall be measured from the primary building façade line, not from any building attachments as defined by Section 5.4.1.7.

5. Side Yard Setback (Carr Avenue) from Property Line
  - a. Minimum: 0 feet
  - b. Maximum: 10 feet
6. Side Yard Setback (Streets Intersecting Carr Ave. or Raritan Ave.)
  - a. Minimum: 5 feet
  - b. Maximum: 10 feet
7. Building Height (Stories)
  - a. Block 10
    - i. Maximum: 5
  - b. Block 12
    - i. Maximum: 5
  - c. Block 13
    - i. Maximum: 5
  - d. Block 14
    - i. Maximum: 6
  - e. Block 52
    - i. Maximum: 5
8. Building Height (Feet)<sup>1</sup>
  - a. Block 10
    - i. Maximum: 68
  - b. Block 12
    - i. Maximum: 68
  - c. Block 13
    - i. Maximum: 68
  - d. Block 14
    - i. Maximum: 90
  - e. Block 52
    - i. Maximum: 68
9. Maximum Impervious Coverage: 95 percent
10. Minimum Open Space: 10 percent<sup>2</sup>
11. Maximum Number of Residential Units (Total for Redevelopment Plan Area): 430 dwelling units

#### 5.4 — Design Standards

This section sets forth the Redevelopment Plan’s design standards for the Redevelopment Area with respect to site planning, landscape design and architectural design.

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<sup>1</sup> Building height is measured from average grade to the peak of a pitched or vaulted roof, or parapet of a flat roof.

<sup>2</sup> The minimum open space requirement can be satisfied in the form of public or private gathering spaces, courtyards, roof-top gardens, accessible and functional balconies, as well as landscaped areas at street level.

These design standards seek to create a walkable, pedestrian, bicycle and transit-friendly environment with high quality and interesting building design and public, semi-public and private open spaces that enhance and complement the surrounding neighborhood.

The intent of the building design standards is to:

- Ensure a well-designed, high-quality building that, whether conforming to traditional design models or exhibiting iconic features and contemporary design expressions, nevertheless fit well into the surrounding context of buildings and open spaces.
- Give consideration to high-performance building design and construction that minimize energy consumption.

The intent of the open space and landscape design standards is to shape inviting public, semi-public, and private gathering spaces, create active and safe streets, sidewalks and public spaces.

#### 5.4.1 — Architectural Design

The following standards shall apply:

1. **Building Orientation:** Buildings shall define the edges of, and face onto, public streets or public space, thus enclosing these spaces and providing “eyes on the street” for safety. The main entrances and front façades of buildings shall face Carr Avenue. The rear façade of buildings shall not directly face the front façade of buildings that have frontage along Carr Avenue or are located on the same block. The entrance to residential units shall be completely separate from access to commercial areas.
2. **Building Façade Modulation:** Building façades longer than 40 linear feet must be vertically divided into bays that reflect a building’s vertical structure. The vertical separation into bays does not require a building façade off-set and can be accomplished through the use of pilasters, change of surface building material, vertical planting treatment (e.g., espaliers) or other vertical design expressions. Vertical separations greater than 40 linear feet may be permitted if the applicant can convincingly demonstrate to the Borough of Keansburg Planning Board of Adjustment that this expanded rhythm is structurally based and that there are strong design considerations to justify it.
3. **Vertical Differentiation:** Building façades adjacent to Carr Avenue shall provide for a differentiated building mass consisting of a base, middle and top. The base of a building shall be emphasized with substantial materials such as brick and stone that provide visual grounding, as long as these materials do not conflict with flood regulations. Retail storefronts and other non-residential uses shall be defined with overhangs, light shelves, or straight awnings. The middles of buildings shall be distinguished from the base and the top by belts courses or cornices, or changes in material, masonry, or fenestration patterns. The top of a building shall be emphasized with a parapet wall and/or balustrade, deep cornice or a gabled roof.
4. **Building Step-Back:** Building step-backs of a minimum of eight (8) feet shall be required for the fourth story and each story above the fourth story (n.b However, no more than a maximum of two [2] stories may be stepped-back the same distance) for at least 50% of

the façade fronting onto Carr Avenue. A maximum of 30% of the front façade of any building located along Carr Avenue is exempt from this step-back requirement. For five-story buildings, the fifth floor shall be stepped back sufficiently or otherwise designed in a manner to ensure that it is not visible by direct line of site by an individual located on the opposite sidewalk directly across Carr Avenue from the building. For six-story buildings, the sixth floor shall be stepped back sufficiently or otherwise designed in a manner to ensure that it is not visible by direct line of site by an individual located on the opposite sidewalk directly across Carr Avenue from the building. The stepped-back façades may be of a different material than the base façade. The rhythm of windows on the stepped-back portion should match that of the rhythm of the windows on the lower floors. All vertical bands should continue through the step-backed portions of buildings. The area between a building façade plane and the step back façade may accommodate balconies and other semi-open outdoor spaces. Cornices or other horizontal bands are encouraged to extrude a minimum of five (5) inches at building step-back lines. The intent is to achieve a variety in building design, rhythm, and massing along Carr Avenue consistent with the renderings and models presented in Appendix D.



*Example of stepped-back façade with balcony (Source: thetrendinghouse.com)*

5. **Building Transparency:** The percentage of void areas (i.e., windows and other openings) in a primary building façade shall be no less than 40 percent at ground floor level and no less than 25 percent in upper levels. Lower percentages of glazing shall be permitted if



the applicant can convincingly demonstrate to the Borough of Keansburg Planning Board of Adjustment that: the reduced percentage of building façade dedicated to glazing is appropriate to building type and design intention; the overall effect is not visually overwhelming; and, that there are strong design or other considerations to justify it. Windows on the ground floor shall have clear and non-reflective glass. Windows on upper-level floors may be lightly tinted but shall be non-reflective. Blank walls (i.e., walls without openings or glazing) that extend for 30 or more linear feet are prohibited, except in those areas where first-floor parking is located and where alternative openings, such as louvres or similar, are provided.

6. **Building Entrances:** Primary and secondary building entrances shall be easily identifiable with prominent architectural features and shall not occur simply as voids between buildings or undistinguished openings in building façades.
7. **Building Attachments:** Colonnades, awnings, building overhangs, canopies, projected windows, balconies, wall-mounted signs, and projected and roof overhangs may encroach up to a maximum of five (5) feet upon the minimum required setback. All active ground floor uses with a window may have an awning or awnings that project between seven (7) and ten (10) feet from the façade, but not into a public right-of-way. The lowest portion of the awning's projecting frame shall be more than eight (8) feet above the level of the sidewalk. Above the ground floor, all windows may have awnings or solar panels that project not more than five (5) feet from the façade.
8. **Green Building Certification:** New building construction is encouraged to incorporate sustainable design features or, where possible, meet or apply LEED or equivalent standards.
9. **Outdoor Dining:** The outdoor dining shall be permitted provided that buildings are setback at least 15 feet from the curb line.
10. **Parking Area Screening:** All parking areas shall be placed at the rear of buildings and away from public view. However, given the site configuration and parking requirements, parking areas may face the public street provided they are screened as follows:
  - a. Parking structures shall be screened from public view with active uses on the ground floor along Carr Avenue except for any parking structure located on Block 14.
  - b. Parking structures that face a public street shall be screened architecturally with the same level of detailing as the rest of the front façades of buildings.
  - c. The façade of the level dedicated to parking shall be architecturally integrated into building façade both horizontally and vertically. Parking façade shall be broken into bays, following the bay pattern of the residential portion of buildings above.
  - d. The same type and quality of the materials used elsewhere in building façades shall be employed for parking level façades which front on Carr Avenue.
  - e. Decorative grates and fenestration detailing shall be used to complement the architecture of the façade.
  - f. Rear or side façades of parking structures and parking lots facing residential parcels and/or buildings shall be screened using landscaping discussed above and/or architecturally screened.

- g. Surface parking lots that face the public right-of-way shall be screened with walls that are no less than 30 inches in height or planted buffers that are no less than five (5) feet in height, and, along Carr Avenue, with street trees placed at 30 feet on center.
- h. If New Jersey Department of Environmental Protection regulations require that living areas and parking areas be raised to permit flood waters to pass under a building, the buildings should include decorative screens or latticework to disguise the open areas of the buildings and avoid the look of a “building on stilts.”
- i. Landscaping such as climbing plants (e.g., green walls), hedges and flowering plants or “live walls” may be installed to further conceal and soften views of parking level façades. An example of a live wall is shown in the accompanying figure.



*Example of live wall (Source: [www.livewall.com](http://www.livewall.com))*

#### 5.4.2 — Green Infrastructure

Green infrastructure refers to a decentralized network of site-specific stormwater management techniques, which are implemented to reduce the volume of stormwater runoff entering the local sewer system while also restoring the natural hydrologic cycle. Implementation of green infrastructure techniques can help to promote sustainability and resiliency. The Carr Avenue

Corridor Redevelopment Plan, therefore, strongly encourages the implementation of green infrastructure techniques where possible and appropriate. A sample of green infrastructure techniques is provided below:

1. **Rainwater Harvesting:** Rainwater harvesting systems collect and store rainwater in specialized containment devices (e.g., rain barrels and cisterns, which may be located above- or below-ground) to be used for later use (e.g., for watering lawns and gardens). When designed appropriately, rainwater harvesting systems can offer the following benefits to users and to the surrounding environment: they reduce floods in low-lying areas; they reduce soil erosion and contamination of surface water; they reduce demand on groundwater and the water system, thereby decreasing water bills; and, they are easy to maintain.



*Examples of rainwater harvesting (Source: United States Environmental Protection Agency)*

2. **Rain Gardens:** Rain gardens are shallow, vegetated basins that collect and absorb stormwater runoff from impervious surfaces (e.g., rooftops, sidewalks, and streets). Runoff is channeled into rain gardens and is then used by plants, infiltrated into the ground, or evaporated. Rain gardens may be installed in a variety of locations and can be an attractive element of site design. Indeed, they may be installed in any properly graded unpaved space, and in parking lots and paved areas through the construction of specialized planter boxes that collect and absorb runoff. The Carr Avenue Corridor Redevelopment Plan encourages the installation of rain gardens, where appropriate.



*Example of rain garden (Source: United States Environmental Protection Agency)*

3. **Bioswales:** Bioswales are open, linear channels with vegetation, mulching, or xeriscaping that slow stormwater runoff and attenuate flooding potential while conveying stormwater runoff away from critical infrastructure. Like rain gardens, their permeable surface also permits the natural infiltration of stormwater. As linear features, bioswales are particularly well suited to being placed along streets and parking lots. They are often used as an alternative to, or enhancement of, traditional stormwater drainage systems.



*Examples of bioswales (Source: United States Environmental Protection Agency)*

4. **Permeable Pavements:** Permeable pavements help to reduce stormwater runoff, which, in turn, helps to improve the quality of terrestrial waters and mitigate flooding. With traditional (i.e., impervious) pavement, stormwater runs into drains and inlets, which places a burden on such infrastructure, and may result in the discharge of pollutants (e.g., sediment, oil residue, etc.) into terrestrial waters. Permeable pavements, however, infiltrate, treat, or store rainwater where it falls. Key examples of permeable pavements include pervious concrete, porous asphalt, and permeable interlocking pavers.





*Example of permeable pavement (Source: Potomac Conservancy)*

#### 5.4.3 — Landscaping and Lighting Standards

The objectives of the following provisions are to:

1. Give consideration to a “green street” approach to sidewalk and streetscape improvements, including porous pavements, structural soils in tree planters, and use of foundation plantings or movable planter boxes;
2. Give consideration to a “green wall” approach to primary building elevations, including window or balcony planters and climbing vegetation; and,
3. Give consideration to non-structural stormwater management strategies (e.g., green roofs, cisterns, rain gardens, bio-swales, porous pavements and others) that provide natural habitats, create attractive people places, reduce the incidence of flooding, increase ground water recharge and minimize maintenance requirements for plantings and landscaping.

The following provisions shall apply:

1. Landscaped Areas: Non-paved ground areas shall be landscaped with evergreen and deciduous shrubs, perennials and bulbs. Only plant materials with proven resistance to the urban environment and to local soil and weather conditions shall be utilized. Suitable plant lists are available through the New Jersey Division of Parks and Forestry-Community Forestry Council and the New Jersey Nursery and Landscape Association. Only nursery-grown plant materials shall be acceptable, and all trees, shrubs, and ground covers shall be planted according to accepted horticultural standards.
2. Street Trees: Street trees should be a minimum of three (3) inches in caliper and ten (10) feet high at the time of planting and planted no more than 30 feet on center along the front façade of any building. Street trees shall be planted in appropriately sized tree wells, with appropriate watering and feeding techniques. The area around the tree can be planted with groundcover, covered with a decorative metal grate, or paved with granite blocks. Street tree species and minimum sizes shall be recommended by a

certified landscape architect or local arborist and conform to the Borough's Land Use Regulations. All street trees and landscaping shall have a two-year maintenance guarantee.

3. **Street Furniture:** Street furniture is strongly encouraged in public spaces. They are the components of the urban environment that encourage passersby to interact with their environment and enhance the urban experience. Examples of street furniture include, but are not limited to, such elements as: benches; picnic tables; lighting; planters; drinking fountains; public fountains; monuments; sculptures; public art installations; pop-up parks; mobile library kiosks (e.g., Little Free Libraries); maps and signage; educational and informational installations; newsstands; kiosks; and, pavilions. Street furniture also includes the bicycle facilities. Planter boxes are permitted and recommended along the bases of buildings.
4. **Public Realm Obstructions:** Trash receptacles, mailboxes, bicycle parking, vending racks, newspaper boxes and other obstructions to the public realm shall be placed in locations where they are least intrusive, most convenient to their users and least disruptive of pedestrian circulation. Benches shall be placed at the edge of the sidewalk.
5. **Street Lighting:** Pedestrian-scale streetlights shall be placed along the streets. All pedestrian lighting along streets and internal walkways shall be spaced no more than 60 feet on center. All outdoor lighting, including streetlamps and accent lighting, shall comply with "dark sky" standards intended to reduce light pollution. Dark sky standards require that lighting is downcast, illuminates only intended areas, and does not cause disabling glare that affects driver safety and reduces the visibility of starry night skies. Bright stadium-style lighting is prohibited in all areas. The type of light source used on the exterior of buildings, signs, parking areas, pedestrian walkways, and other areas of site, as well as the light quality produced, shall be the same or compatible.
6. **Exterior Lighting:** Exterior lighting, including interior lighting for exterior identification signs, shall be L.E.D. (i.e., light emitting diodes) or equivalent energy saving technology available at the time of construction, depended upon availability of suitable architectural lighting. Light fixtures attached to the exterior of a building shall be architecturally compatible with the style, materials, colors, and details of buildings and shall comply with all applicable borough building codes. Exterior lights may be concealed through shielding or recessed behind architectural features.

#### 5.4.4 — Signage Provisions

All signage shall be subject to site plan review and approval by the Borough of Keansburg Planning Board of Adjustment.

The following general guidelines apply to residential and commercial signage:

1. Signs shall be architecturally compatible with the style, composition, materials, colors and details of the building with which they are associated.
2. Signs shall not obscure the architectural details of a façade.
3. Fluorescent or glowing paint and box-lit signs are prohibited.

4. No signs or advertising devices that are rooftop mounted, intermittently illuminated, flashing or moving are permitted.
5. With the exception of way-finding identification signs, permanent freestanding signs are prohibited.
6. Signage above the second story of any building is prohibited.
7. Residential signage shall be in character with the architecture of building with which it is associated.
8. Façade signs shall not: exceed beyond 30 inches in height; and, extend beyond the width of a storefront opening.
9. Signage shall occupy no more than 30 percent of the storefront window areas in order to maintain clear visibility into the storefront space.
10. Each individual non-residential use should have one (1) façade sign per sidewalk frontage. In addition, awning signs, perpendicular hanging signs and window signs are acceptable.
11. A permanent sign or rigid awning sign shall be mounted above the front entrance. Such sign must indicate the trade name of the establishment. A sign mounted above the front entrance shall not exceed a height of 36 inches nor an area equal to 1.5 square feet per linear foot of building width, with a maximum of 50 square feet. No sign mounted above the front entrance shall be closer than 2.5 feet to the end of the front wall to which it is attached. A rigid awning may extend along the entire front of a building, but no signage on the awning shall be within 2.5 feet of each end of the awning or 20 feet, whichever is less.
12. In addition to a sign or rigid awning sign on the front façade of a building, a sign on each other side of a building visible from a public street is permitted. Such sign shall not be larger than 15 square feet, unless there is an entrance accessible from a rear parking lot.

## 5.5 — Parking Standards

### 5.5.1 — Vehicular Parking Standards

The following vehicular parking standards shall apply:

1. Residential Uses: The residential parking ratio shall be 1.35 spaces per dwelling unit minimum for the total development within the entire Redevelopment Plan area. A lower parking ratio may be utilized (but no lower than 1.0) for any individual lot, development area, phase or phases with the Redevelopment Plan area so long as the overall requirement is met at the full development build out and provided further that the redeveloper shall have the right to determine the sequence in which any phases shall be developed. Residential parking may be accommodated via a combination of on-site and off-site spaces including, but not limited to structured parking. If the developer provides any structured parking, and they exceed the minimum required ratio, then any surplus spaces within the structured parking above the minimum required shall be subject to a “shared parking agreement” to be mutually agreed to prior to the approval of the structured parking and associated development.

2. Retail Uses: 1 space per 500 square feet;
3. Personal Service Uses: 1 space per 500 square feet;
4. Dining: 1 space per 5 seats; and,
5. Professional Offices: 1 space per 1,000 square feet.
6. Minimum Parking Space Dimensions: 8.5 feet width by 18 feet length

Vehicular parking requirements can be satisfied both on-site and off-site. If off-site, parking shall be located no further than 1,000 feet from the building it is serving and connected thereto by sidewalks or other appropriate pedestrian facilities. The applicant shall provide evidence to the Borough of Keansburg Planning Board of Adjustment that the off-site parking privileges for building tenants have been secured through a long-term lease agreement with the property owner or other suitable legal instrument. On-street parking is considered dedicated to visitors, deliveries and the general public. On-street parking may also be used/credited to parking required for retail, personal service, dining and office uses. In order to claim credit for on-street parking, an applicant shall demonstrate to the Borough of Keansburg Planning Board of Adjustment that reserving these spaces for the use of building tenants will not displace the demand for parking from visitors, deliveries and the general public.

#### 5.5.2 — Bicycle Parking Standards

The following bicycle parking standards shall apply:

1. Residential Uses: 0.35 spaces per dwelling unit;
2. Retail Uses: 0.20 spaces per 500 square feet;
3. Personal Service Uses: 0.20 spaces per 500 square feet;
4. Dining: 0.10 spaces per 5 seats; and,
5. Professional Offices: 0.10 space per 1,000 square feet.

The Borough of Keansburg Planning Board of Adjustment shall favorably entertain reductions to the bicycle parking requirements if the applicant can convincingly demonstrate that suitable bicycle parking for tenants and visitors is otherwise available. The intention is to avoid a situation where ad-hoc bicycle parking is attached to street trees, light poles, utility poles and other permanent streetscape fixtures for lack of appropriate bicycle parking accommodations.



## 6.0 — Plan Relationships

The following subsections outline the relationships of the Redevelopment Plan to municipal zoning and the objectives that are outlined in the municipal master plan, as well as to master plans of contiguous municipalities, Monmouth County, and the State Development and Redevelopment Plan. A discussion of these relationships is required pursuant to the Local Redevelopment and Housing Law at NJSA 40A:12A-7a.

### 6.1 — Municipal Zoning

As previously stated in Chapter 5, the provisions of this Redevelopment Plan shall supersede the existing zoning for the Redevelopment Plan Area. A new zone, entitled “Carr Avenue Corridor Redevelopment Plan Area,” shall be established on the Official Zoning Map of the Borough of Keansburg and the provisions of this Redevelopment Plan shall apply.

### 6.2 — Keansburg Borough Master Plan

The Borough of Keansburg adopted its last comprehensive Master Plan in 1988. The Borough subsequently adopted reexamination reports in 2003, 2012, and 2015. Additionally, the Borough also adopted the Route 36 to Bayfront Corridor Resiliency Plan in 2015 as an amendment to the Master Plan. The following subsections summarize these Master Plan documents and their relevancy to this Redevelopment Plan.

#### 6.2.1 — 1988 Comprehensive Master Plan

The 1988 Comprehensive Master Plan references the Borough’s original Master Plan, which was prepared in 1962. The 1962 Master Plan identifies the intersection of Carr Avenue and Beachway Avenue as one of the two major commercial areas and year-round business districts within the Borough. At that time, this area was noted to be “run down and in need of improvement.” The Redevelopment Plan Area extends from the intersection of Carr Avenue and Beachway Avenue for a total of four blocks in a southerly direction along Carr Avenue. It is anticipated that redevelopment of the Redevelopment Plan Area will positively impact surrounding areas and may, potentially, spur additional redevelopment efforts.

The Principles and Objectives section of the 1988 Comprehensive Master Plan states, “the challenge for Keansburg is to identify and capitalize on opportunities for redevelopment and revitalization while working to maintain and improve the community’s livability.”

The following objectives of the 1988 Comprehensive Master Plan are relevant to this Redevelopment Plan:

1. Encourage the most appropriate use of land consistent with its suitability for development.
2. Provide sufficient space in appropriate locations for residential, recreational, commercial, and open space use.
3. Promote a desirable visual environment.
4. Encourage development that contributes to the revitalization of the community.
5. Improve and maintain residential neighborhoods by encouraging rehabilitation of existing dwellings and residential construction at suitable densities.

6. Maintain and attract beneficial commercial uses.
7. Utilize available funding sources, at the Federal, State, and County level to revitalize the community.

One of the policies discussed in the 1988 Comprehensive Master Plan relates to economic development. Specifically, this policy encourages development and redevelopment that contributes to the long-term economic health of the community. Redevelopment of the Redevelopment Plan Area will contribute to the long-term economic health of the community.

The Economic Plan Element recommends that the Borough explore applicable tools and measures available at the State level in order to induce economic development and to reverse the economic distress the Borough has faced. Redevelopment is in accordance with this recommendation.

The Land Use Plan Element recommends the innovative redevelopment of commercial recreation areas that contributes to the community's economic base and to the waterfront's potential for recreation. The 1988 Comprehensive Master Plan envisions redevelopment that encompasses mixed use development (incl., residential, retail, restaurant, entertainment, and marina use). This Redevelopment Plan promotes mixed-use development.

As can be seen above, there are several objectives, policies, and recommendations in the 1988 Comprehensive Master Plan that are relevant to and support the redevelopment of the Redevelopment Plan Area.

#### [6.2.2 — 2003 Master Plan Reexamination Report](#)

The 2003 Master Plan Reexamination Report largely reaffirms and continues most of the objectives, policies, and recommendations from the 1988 Master Plan, including those referenced above. The 2003 report also states that it should remain the Borough's intention to explore opportunities for mixed-use development and other commercial and recreational uses that could enhance the waterfront's potential. Additionally, the 2003 Master Plan Reexamination Report emphasizes the importance of development and redevelopment of the Bayfront area in order to enhance the long-term economic health of the community.

As it specifically relates to redevelopment, the 2003 Master Plan Reexamination Report recommends that the Borough study the Main Street, Beachway, and Carr Avenue commercial districts, as well as the residential district near the beachfront between Carr Avenue and Laurel Avenue to determine applicability of an "area in need of redevelopment" designation. This redevelopment plan represents the next step in the redevelopment process, with the Keansburg Borough Council already having found the Redevelopment Plan Area to be an area in need of redevelopment.

#### [6.2.3 — 2012 Master Plan Reexamination Report](#)

The 2012 Master Plan Reexamination Report recognizes the Borough's 2005 Borough-wide "area in need of rehabilitation" designation, which allows the Borough the ability to adopt redevelopment plans for any property within the Borough. The 2012 report also references the Beachway Avenue Waterfront Redevelopment Plan, which was adopted in 2005 with subsequent amendments in 2016 and 2017, and the Redevelopment Plan for: Main Street

Node, Carr and Raritan Avenues, Route 36 Gateway. This Redevelopment Plan represents sustained effort to facilitate redevelopment within the Borough.

#### 6.2.4 — 2015 Master Plan Reexamination Report

The 2015 Master Plan Reexamination Report was the first Master Plan review that was prepared and adopted in the wake of Superstorm Sandy, and one of the underlying themes of this plan is the need to emphasize storm recovery, resiliency, and revitalization as part of the Borough's land use planning policy approach.

The 2015 Master Plan Reexamination Report largely reaffirmed the objectives, policies, and recommendations addressed in the prior planning documents. However, the planning policy related to revitalization of the Borough's commercial corridors was revised to reference Carr Avenue and Beachway Avenue, as follows: "The Borough should work toward improving and enhancing the visual appearance of commercial corridors in the Borough (Main Street, Church Street, Carr Avenue, Beachway Avenue, and Route 36) by establishing standards to guide development. Additionally, municipal actions to stimulate revitalization through streetscape improvements and incentives for private sector participation should be emphasized." This Redevelopment Plan has been developed in accordance with this recommendation of the 2015 Master Plan Reexamination Report.

#### 6.2.5 — 2015 Route 36 to Bayfront Corridor Resiliency Plan

The 2015 Route 36 to Bayfront Corridor Resiliency Plan (CRP) was prepared in 2015 concurrently with the 2015 Master Plan Reexamination Report and under the Post Sandy Planning Assistance Grant Program as part of the Borough's recovery and resiliency planning efforts. The CRP is a long-term vision plan for targeted commercial revitalization in the Borough, with some of the plan's goals focusing on encouraging resilient commercial development along vital corridors and encouraging growth to promote long-term recovery by increasing tax base and reduce repetitive loss.

The CRP provides specific recommendations for, areas that include the Redevelopment Area, as follows:

1. Foster a pedestrian environment and incorporate public parking opportunities that are screened from the pedestrian.
2. Focus land uses on entertainment and recreation, including restaurants and establishments serving alcohol.
3. Allow pop-up/temporary food/drink establishments to fill in the gaps for vacant properties and buildings.
4. Ground level retail required to incorporate flood proofing.

The CRP was adopted in 2015 as a component and an amendment to the Borough's Master Plan. This Redevelopment Plan is compatible with the recommendations of the CRP.

#### 6.3 — Plans of Contiguous Municipalities

The Redevelopment Plan Area comprises only about 5.0 acres and is more than approximately 2,100 feet from the nearest contiguous municipality (viz., Hazlet Township). It is, therefore,

anticipated that there will be no impact of the Redevelopment Plan on contiguous municipalities.

#### **6.4 — Monmouth County Comprehensive Master Plan**

Monmouth County prepared a comprehensive master plan in 2016. The implementation of this Redevelopment Plan would support the realization of the following overall goals of the 2016 Monmouth County Master Plan:

1. Promote a comprehensive approach to planning and coordinate these efforts among all levels of government and with community stakeholders.
2. Promote the protection and conservation of natural and cultural resources to help guarantee long-term sustainability.
3. Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, play and stay.

While implementation of this Redevelopment Plan would support the realization of all three (3) of the overall goals that have been provided above, the Redevelopment Plan's relationship to Goal 3 (above) is most important. Indeed, the purpose of Goal 3, as stated in the 2016 Monmouth County Master Plan, is to assist municipalities in determining the best use of increasingly scarce undeveloped land resources and to help identify opportunities for the redevelopment of other areas in ways that will best meet the demands of the evolving marketplace and needs of the community.

#### **6.5 — New Jersey State Development and Redevelopment Plan**

The State Planning Commission recognizes the importance of the idea of sustainable development. The State Development and Redevelopment Plan (SDRP), which was adopted in 2001, is intended to serve as a guide for public and private sector investment in New Jersey's future. To facilitate this, the SDRP allocates New Jersey among a variety of planning areas. The Redevelopment Plan Area is located in within the Metropolitan Planning Area (Planning Area 1). The Redevelopment Plan is compatible with the SDRP's intention for the Planning Area 1, 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.

#### **6.6 — State Strategic Plan (Draft)**

The draft State Strategic Plan (SSP) is the revision to the 2001 SDRP. The document sets forth a vision for the future of New Jersey along with strategies to achieve said vision. The draft SSP was intended to be adopted by the State Planning Commission in November 2012; however, adoption was postponed indefinitely following Hurricane Sandy.

The State Strategic Plan has ten (10) "Garden State Values." The Redevelopment Plan advances three (3) of same:

1. Prioritize Redevelopment, Infill, and Existing Infrastructure: Strengthen cities, towns and neighborhoods by prioritizing redevelopment, the reuse and remediation of existing

sites and structures, and construction on infill sites that are compatible with surrounding uses. Upgrade existing infrastructure where needed, before adding new capacity. Encourage development that incorporates green design and construction principles and opportunities for clean and renewable energy and efficiency measures.

2. Create High-Quality, Livable Places: Ensure each community offers an environmentally healthy place to live, work and play. Enhance community character and design, especially in historic areas, by reusing significant buildings, reinforcing architectural styles and providing pedestrian-friendly streetscapes. Improve community plazas and parks and connections to waterfront areas.
3. Diversify Housing Opportunities: Support construction and rehabilitation of homes that meet the needs of households of all sizes and income levels, located near jobs and transit and where services are available.

## 7.0 — Administrative and Procedural Requirements

Administrative and procedural requirements are discussed in the following subsections.

### 7.1 — Acquisition

Because the Redevelopment Plan Area is located within a non-condemnation redevelopment area, the use of eminent domain is not permitted. Accordingly, there shall be no public acquisition of land in the Redevelopment Plan Area.

### 7.2 — Relocation

NJSA 40A-12A-7.a(3) requires that redevelopment plans provide for “... the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.”

There are no residential properties in the Redevelopment Area. As such, there is no need for provisions on the relocation of residents from the Redevelopment Area.

Notwithstanding the above, it is anticipated that there is sufficient decent, safe, and sanitary space within the local market if any relocation of residents should become necessary.

Moreover, if relocation is necessary, a Workable Relocation Plan shall be prepared, and the Borough shall conform to the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.) and all other applicable statutes, regulations, and legal requirements governing relocation. In addition, to the extent necessary and required, the redeveloper shall be required to provide for relocation assistance pursuant to a Redevelopment Agreement between the redeveloper and the Redevelopment Entity and all applicable statutes, regulations, and legal requirements governing relocation assistance.

### 7.3 — Redeveloper Selection

The Borough shall designate a redeveloper or redevelopers to undertake a redevelopment project in accordance with this Redevelopment Plan and enter into a redeveloper agreement with the designated redeveloper or redevelopers in connection with the construction of such project or any other aspect of or undertaking in accordance with this Redevelopment Plan, including off-site improvements. Redevelopment under the terms of this Redevelopment Plan shall only be undertaken pursuant to a redeveloper agreement entered into between the Borough and a designated redeveloper or redevelopers, which may be the property owner.

The Borough may undertake a redeveloper selection process that will yield the qualified redeveloper to implement this Redevelopment Plan in a manner that is in the best interest of the Borough.

The following restrictions and controls on redevelopment are hereby imposed in connection with the selection of a redeveloper for any property or properties included in the Redevelopment Plan Area and shall apply notwithstanding the provisions of any zoning or building ordinance or other regulations now or hereafter in force:

1. The redeveloper, its successors, or assignees, shall develop the specified improvements in accordance with this Redevelopment Plan.
2. The redeveloper, its successors or assigns shall develop the property in accordance with the uses and building requirements specified in the Redevelopment Plan.
3. Until the required improvements are completed, and a certificate of completion is issued, the redeveloper covenants provided for in the Local Redevelopment and Housing Law at NJSA 40A:12A-9 and imposed in any redevelopment agreement, lease, deed, or other instruments shall remain in full force and effect.
4. The redevelopment agreement shall contain provisions to assure the timely construction of the redevelopment project, the qualifications, financial capability, and financial guarantees of the redeveloper and any other provisions necessary to assure the successful completion of the project.

#### **7.4 — Redevelopment Entity Review**

The governing body, acting as the Redevelopment Entity, shall review all proposed projects within the Redevelopment Plan Area in order to ensure that such projects are consistent with this Redevelopment Plan and any relevant redevelopment agreement. As part of its review, the governing body may require the redeveloper to submit its proposed project to a technical review committee or subcommittee of the governing body. The technical review committee may include members of the governing body and any other members and/or professionals as determined necessary and appropriate by the Borough. The technical review committee shall make its recommendations to the governing body.

In undertaking its review, the governing body shall determine whether the proposal is consistent with this Redevelopment Plan and any relevant redevelopment agreement. In addition, the review may address the site and building design elements of the project to ensure that the project is consistent with the goals and objectives of the Redevelopment Plan.

At its discretion, the Redevelopment Entity may waive its review and refer a proposed redevelopment project directly to the Borough of Keansburg Planning Board of Adjustment.

#### **7.5 — Planning Board Review Process**

Pursuant to the Local Redevelopment and Housing Law at NJSA 40A:12A-13, all development applications for development of sites governed by this Redevelopment Plan shall be submitted to the Borough of Keansburg Planning Board of Adjustment for review and approval. The following provisions shall govern review of any proposed redevelopment project within the Redevelopment Plan Area:

1. No building permit shall be issued by the construction or zoning official for any work resulting in a change of intensity of development or change of use for any properties or buildings within the Redevelopment Plan Area without prior review and approval of the work by the Redevelopment Entity and the Borough of Keansburg Planning Board of Adjustment.

2. Regular maintenance and minor repair shall not require Borough of Keansburg Planning Board of Adjustment review and approval.
3. The Borough of Keansburg Planning Board of Adjustment shall conduct site plan and subdivision review, if applicable, pursuant to the Municipal Land Use Law (NJSA 40:55D-1 et seq.) and the Borough's planning and development regulations.
4. As part of site plan approval, the Borough of Keansburg Planning Board of Adjustment may require the redeveloper to furnish performance guarantees pursuant to the Municipal Land Use Law at NJSA 40:55D-53 and as required in the Borough's regulations. The performance guarantees shall be in favor of the Borough of Keansburg, and the Borough Engineer shall determine the amount of same.
5. Any subdivision of lots or parcels of land within the Redevelopment Plan Area shall be in compliance with this Redevelopment Plan and reviewed by the Borough of Keansburg Planning Board of Adjustment pursuant to the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.) and the Municipal Land Use Law (NJSA 40A:55D-1 et seq.).
6. Once a property has been redeveloped in accordance with this Redevelopment Plan, it may not be converted to any use not expressly permitted herein. No non-conforming use, building, or structure may be expanded or made more non-conforming in nature after adoption of this Redevelopment Plan. A use or structure that does not conforming to the requirements of this Redevelopment Plan may not be reconstructed in the event of its destruction. The Borough of Keansburg Planning Board of Adjustment shall determine the issue of whether or not the non-conforming use or building structure has been "destroyed."
7. Relief and Exceptions.
  - a. The Borough of Keansburg Planning Board of Adjustment may grant relief from the requirements of this Redevelopment Plan where there is a hardship, and where the granting of such relief will promote the purpose of this Redevelopment Plan and would be consistent with the standards established in the Municipal Land Use Law at NJSA 40:55D-70(c).
  - b. The Borough of Keansburg Planning Board of Adjustment when acting upon applications for preliminary site plan approval in the Redevelopment Plan Area may grant exceptions for site plan approval in a manner consistent with the provisions of NJSA 40:55D-51(b), if the literal enforcement of one or more provisions of the Redevelopment Plan is impracticable or will exact undue hardship because of peculiar conditions pertaining to the land in question.
  - c. In no event shall relief or exceptions be granted by the Borough of Keansburg Planning Board of Adjustment in order to: provide a use or facility that is not permitted by this Redevelopment Plan; or, permit an intensity of development (incl., but not limited to building height) that is not specified by this Redevelopment Plan.
8. The regulations and controls of this Redevelopment Plan shall be implemented, where applicable, by appropriate covenants or other provisions, and through agreements between the redeveloper and the Borough pursuant to the Local Redevelopment and Housing Law at NJSA 40A:12A-8 and NJSA 40A:12A-9.



9. All definitions contained within this Redevelopment Plan shall prevail. In the absence of definition within said Redevelopment Plan, the definition found within the Borough's land development or other applicable regulations shall prevail. All definitions that are determined to be inconsistent with the Local Redevelopment and Housing Law at NJSA 40A:12A-3 shall be considered invalid.
10. A redeveloper shall be required to pay all applicable escrow fees and other required charges in accordance with applicable provisions of the Borough's land development regulations and New Jersey Law. Additionally, a redeveloper shall be required to pay their proportional share of the costs of any studies, plans, reports, or analysis prepared by the Borough or its designated Redevelopment Entity as part of this Redevelopment Plan. Any such payments required to reimburse the Borough shall be specified in the redevelopment agreement.

The aforementioned provisions are all subject to approval by ordinance and/or resolution according to law. If a court of competent jurisdiction finds any word, phrase, clause, section, or provision of this Redevelopment Plan to be invalid, illegal, or unconstitutional, the word, phrase, section, or provision shall be deemed severable, and the remainder of the Redevelopment Plan and implementing ordinances shall remain in full force and effect.

#### **7.6 — Duration of Plan**

This Redevelopment Plan shall be in full force and effect upon its adoption by ordinance by the governing body and shall be in effect until the redevelopment of the Redevelopment Plan Area has been completed, which shall be evidenced by the issuance of a certificate of project completion by the Redevelopment Entity.

#### **7.7 — Amending the Redevelopment Plan**

Upon compliance with the requirements of applicable law, the governing body may amend, revise, or modify this Redevelopment Plan in general, or for specific portions of the Redevelopment Plan Area, as circumstances may make such changes appropriate. The review and approval of any proposed amendments shall be undertaken in accordance with the procedures set forth in the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.). However, any proposed changes in permitted uses, intensity of development (incl., but not limited to building height), or design concepts detailed in this Redevelopment Plan shall require notice and public hearings in the same manner required of the adoption of the original plan.

#### **7.8 — Conflict**

If any word, phrase, clause, section or provision of this Redevelopment Plan is found by a court or other jurisdiction to be invalid, illegal or unconstitutional, such word, phrase, clause, section or provision shall be deemed severable and the remainder of this Redevelopment Plan shall remain in full force and effect.

## Appendix A: Resolution 20-038

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

**RESOLUTION NO. 20-038**

**RESOLUTION OF THE BOROUGH OF KEANSBURG, DETERMINING WHETHER ALL PROPERTIES IDENTIFIED IN BLOCKS 7, 8, 10, 11, 12, 13, 14 AND 52 (HEREINAFTER REFERRED TO AS “THE STUDY AREA”) BE DESIGNATED AS AN AREA IN NEED OF NON-CONDEMNATION REDEVELOPMENT IN ACCORDANCE WITH THE LOCAL REDEVELOPMENT AND HOUSING LAW, N.J.S.A. 40A:12A-1 ET SEQ.**

**WHEREAS**, the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. (“Redevelopment Law”), authorizes municipalities to determine whether certain parcels of land located therein constitute areas in need of redevelopment; and

**WHEREAS**, on July 17, 2019, the Borough Council (“Council”) of the Borough of Keansburg (“Borough”) adopted Resolution 19-098, authorizing and directing the Planning Board of the Borough (“Board”) to undertake a preliminary investigation and redevelopment study to determine whether all properties, identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52, thereof (“Study Area”), meet the criteria set forth in the Redevelopment Law and should be designated as a Non-Condemnation Redevelopment Area, as that term is defined by the Redevelopment Law; and

**WHEREAS**, the Board conducted a preliminary investigation of the Study Area to determine whether it should be designated as a Non-Condemnation Redevelopment Area in accordance with the criteria and procedures set forth in N.J.S.A. 40A:12A-5 and 40A:12A-6; and

**WHEREAS**, as part of its preliminary investigation, the Board caused Stan Slachetka, P.P., AICP, from T&M Associates, the Board’s Consulting Planner, to prepare a Redevelopment Study & Preliminary Investigation Report (“Redevelopment Study”) for the Board for its consideration in determining whether the Study Area should be designated a Non-Condemnation Redevelopment Area; and

**WHEREAS**, in addition to the foregoing, Mr. Slachetka prepared a map showing the boundaries of the proposed redevelopment area and locations of the parcels or properties included therein, along with a statement setting forth the basis for its investigation in accordance with N.J.S.A. 40A:12A-6(b) (1); and

**WHEREAS**, a public hearing was conducted by the Board on March 9, 2020, with notice having been properly given pursuant to N.J.S.A. 40A:12A-6(b) (3); and

**WHEREAS**, at the public hearing, the Board reviewed the Study Area, the map and associated documents, and heard testimony from Mr. Slachetka and others; and

**WHEREAS**, at the public hearing, members of the general public were given an opportunity to be heard and to address questions to the Board concerning the potential designation of the Study Area as a Non-Condensation Redevelopment Area; and

**WHEREAS**, after completing its investigation and public hearing on this matter, the Board concluded that there was sufficient credible evidence to support findings that satisfy the criteria set forth in the Redevelopment Law, particularly at N.J.S.A. 40A:12A-5 et seq., for designating the Study Area as a Non-Condensation Redevelopment Area and that said designation is necessary for the effective redevelopment of the area comprising the Study Area; and

**WHEREAS**, in accordance with the Redevelopment Law and as memorialized by resolution on April 20, 2020 (attached as Exhibit A), the Board recommended to the Borough Council that all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 be designated as a Non-Condensation Redevelopment Area; and

**WHEREAS**, the Borough Council considered the Board's recommendation at its scheduled public meeting on April 22, 2020; and

**WHEREAS**, the Borough Council accepted the recommendation of the Planning Board to declare the Study Area as a Non-Condensation Redevelopment Plan.

**NOW, THEREFORE, BE IT RESOLVED** that the Borough Council of the Borough of Keansburg, County of Monmouth, State of New Jersey accepts the recommendation from the Planning Board of the Borough of Keansburg and finds that all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 as shown on the official tax map of the Borough of Keansburg be and are hereby deemed to be a Non-Condensation Redevelopment Area pursuant to the Local al Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq.; and

**BE IT FURTHER RESOLVED**, that the designation of all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 as a Non-Condensation Redevelopment Area shall **not** authorize the Borough, acting as the duly authorized redevelopment entity, to exercise the power of eminent domain to acquire any property in the Study Area; and

**BE IT FURTHER RESOLVED**, that the Borough hereby reserves all other authority and powers granted to it under the Redevelopment Law; and

**BE IT FURTHER RESOLVED**, that the Clerk of the Borough of Keansburg shall forthwith transmit a copy of the within Resolution to the Commissioner of the Department of Community Affairs for review; and

**BE IT FURTHER RESOLVED**, that within ten (10) days of the Borough Council's adoption of the within Resolution, the Clerk of the Borough of Keansburg shall serve notice of the Borough Council's determination and a copy of this Resolution upon all record owners of property within the Non-Condensation Redevelopment Area, those whose names are listed on the tax assessor's records, and upon each person who filed a written objection thereto and stated,

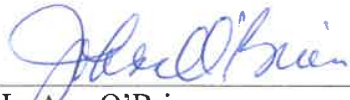
in or upon such written submission, an address to which notice of the determination and Resolution may be sent; and

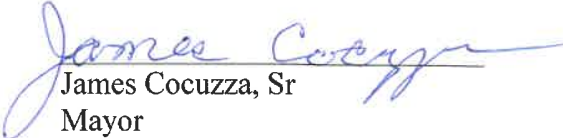
**BE IT FURTHER RESOLVED**, that such notice shall be in a form consistent with the requirements of N.J.S.A. 40A:12A-5(e) (i) and (ii); and

**BE IT FURTHER RESOLVED**, that this Resolution shall take effect immediately.

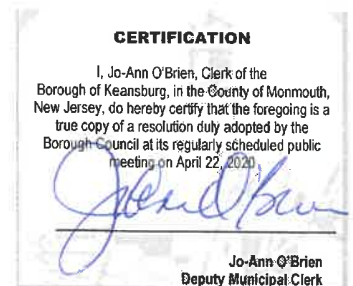
ATTEST:

BOROUGH COUNCIL OF THE  
BOROUGH OF KEANSBURG

  
Jo-Ann O'Brien  
Deputy Municipal Clerk

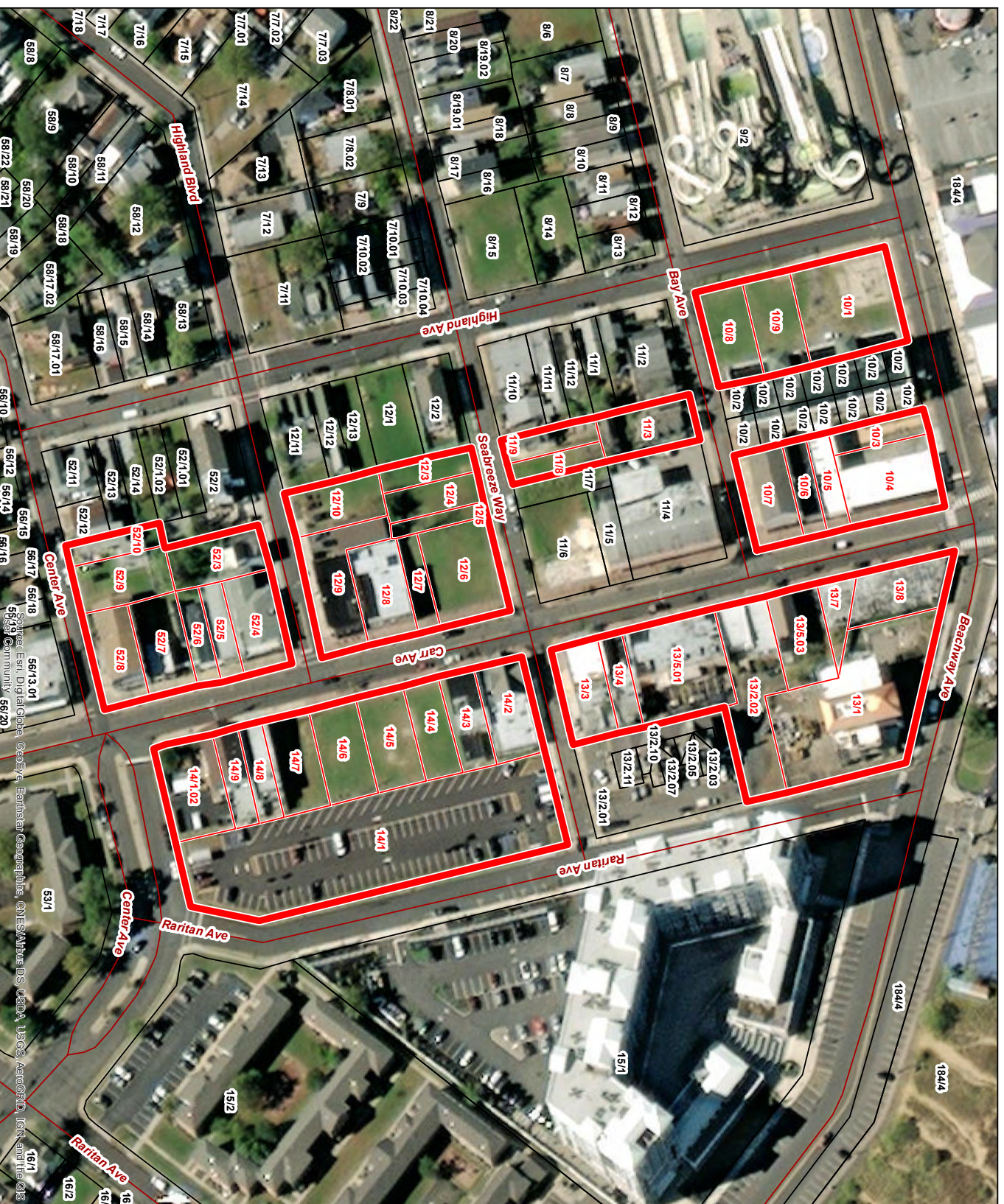
  
James Cocuzza, Sr  
Mayor

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



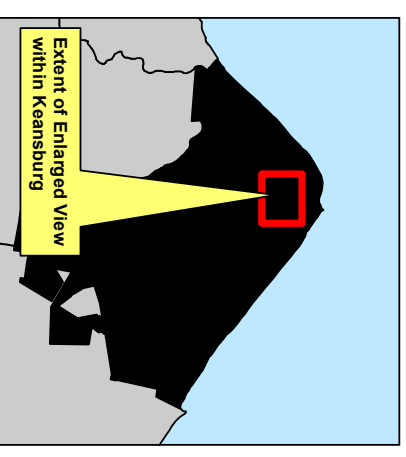
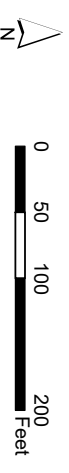
## Appendix B: Aerial Mapping





**Aerial Imagery  
Carr Avenue Corridor  
Redevelopment Plan Area  
Borough of Kean  
Monmouth County, New Jersey**

-  Redevelopment Plan Area  
 Parcels in Redevelopment Plan Area  
 Parcel Boundary (Block/Lot)  
 Roadway Network




  
 T&M Associates  
 11 Tindal Road  
 Middletown, NJ 07748  
 Phone: 732-671-6400

Prepared by: RED, 6/24/2021  
 Source: NJDEP, NJDOT, NJGIN;  
 Monmouth County; Borough of Keansburg  
 T&M File Path: G:\Projects\KNEBG101507\GIS\Projects\

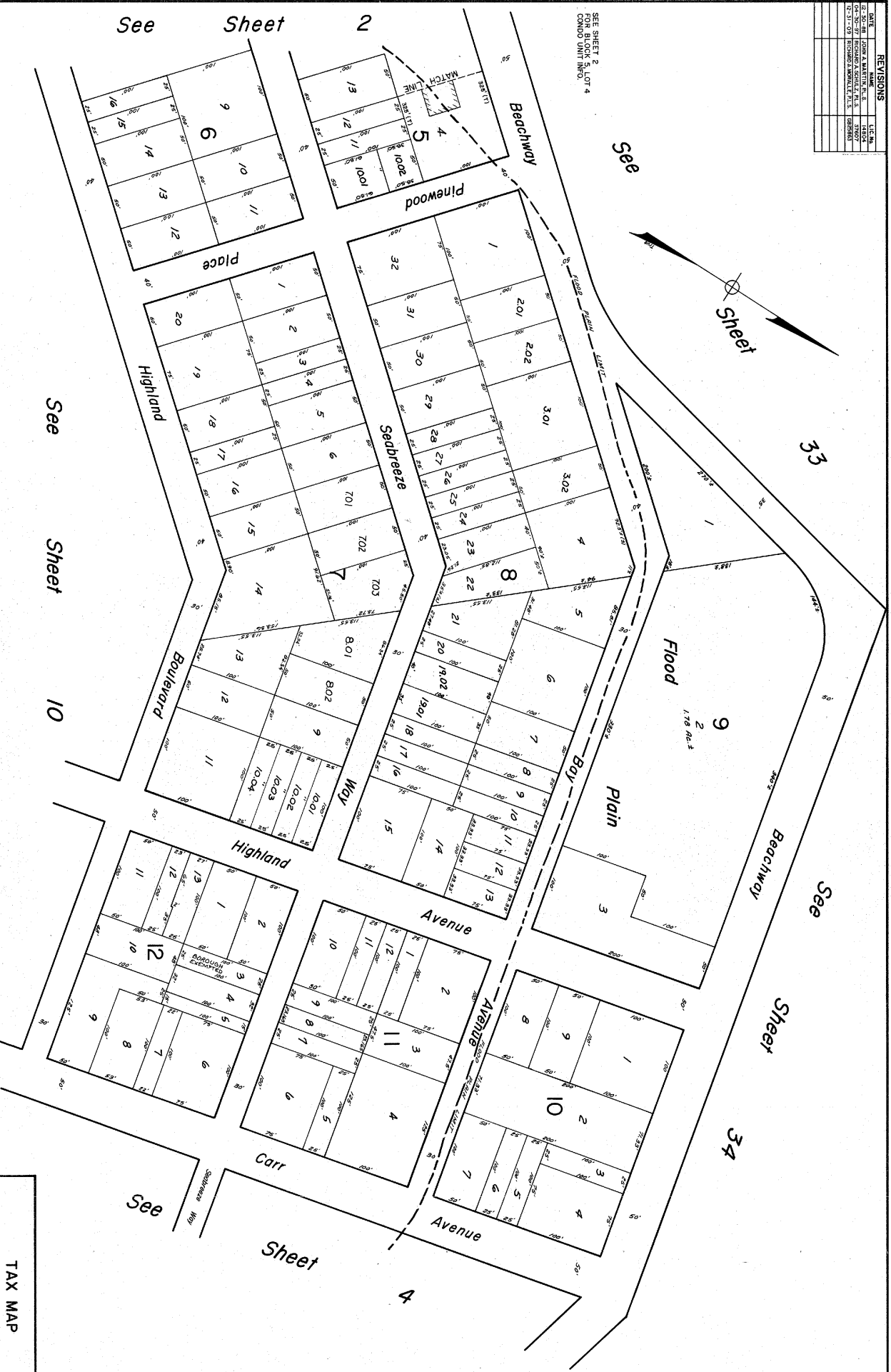
Appendix B for Phase 2.mxd

*NOTE: This map was developed using New Jersey Department of Environmental Protection Geographic Information System digital data, but this secondary product has not been verified by NJDEP and is not State-authorized.*

## Appendix C: Tax Map



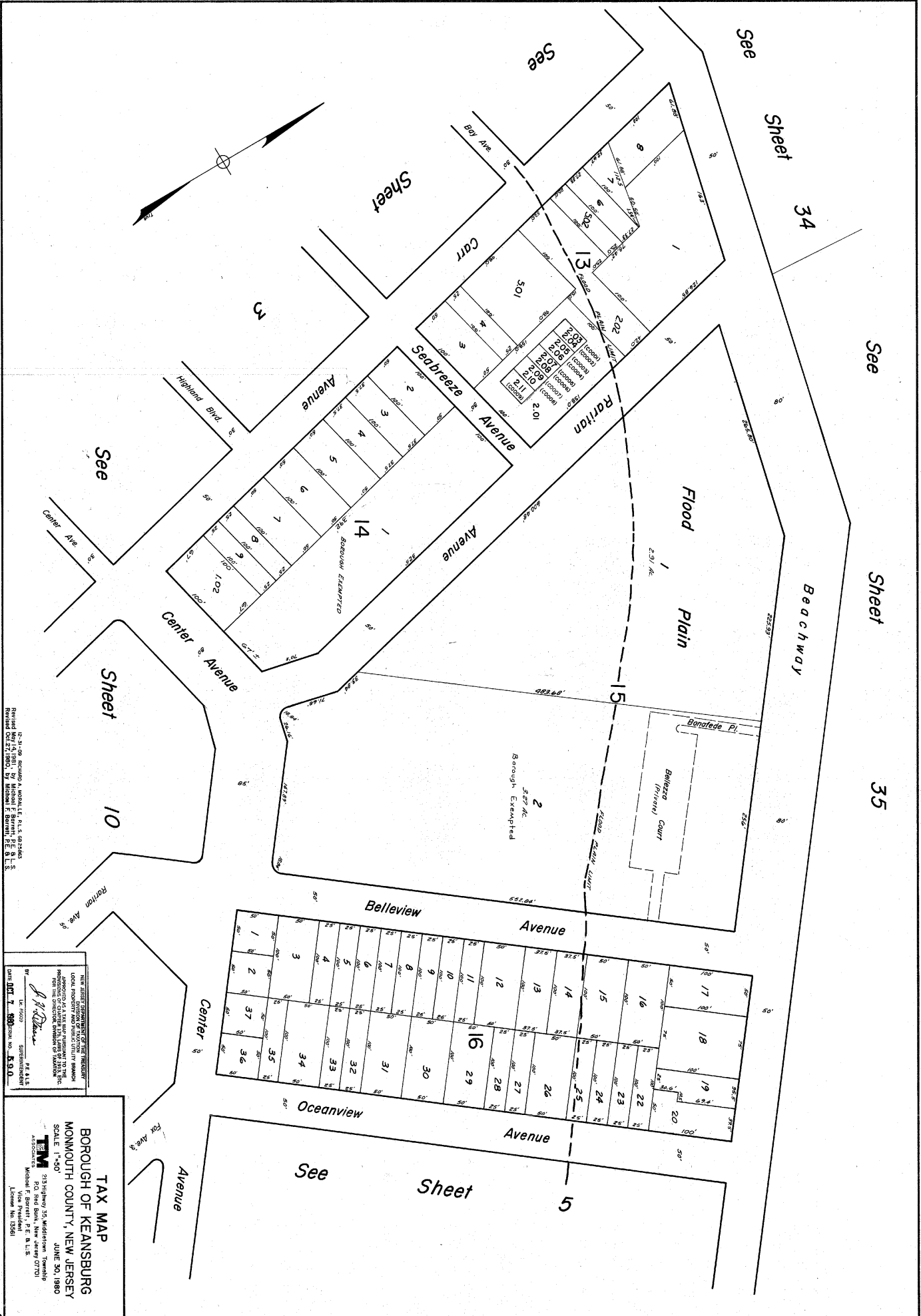
REVISIONS			
DATE	BY	REASON	DESCRIPTION
12-31-83	J. A. M.	1	ISSUED
12-31-83	J. A. M.	2	ISSUED
12-31-83	J. A. M.	3	ISSUED
12-31-83	J. A. M.	4	ISSUED
12-31-83	J. A. M.	5	ISSUED
12-31-83	J. A. M.	6	ISSUED
12-31-83	J. A. M.	7	ISSUED
12-31-83	J. A. M.	8	ISSUED
12-31-83	J. A. M.	9	ISSUED
12-31-83	J. A. M.	10	ISSUED
12-31-83	J. A. M.	11	ISSUED
12-31-83	J. A. M.	12	ISSUED
12-31-83	J. A. M.	13	ISSUED
12-31-83	J. A. M.	14	ISSUED
12-31-83	J. A. M.	15	ISSUED
12-31-83	J. A. M.	16	ISSUED
12-31-83	J. A. M.	17	ISSUED
12-31-83	J. A. M.	18	ISSUED
12-31-83	J. A. M.	19	ISSUED
12-31-83	J. A. M.	20	ISSUED
12-31-83	J. A. M.	21	ISSUED
12-31-83	J. A. M.	22	ISSUED
12-31-83	J. A. M.	23	ISSUED
12-31-83	J. A. M.	24	ISSUED
12-31-83	J. A. M.	25	ISSUED
12-31-83	J. A. M.	26	ISSUED
12-31-83	J. A. M.	27	ISSUED
12-31-83	J. A. M.	28	ISSUED
12-31-83	J. A. M.	29	ISSUED
12-31-83	J. A. M.	30	ISSUED
12-31-83	J. A. M.	31	ISSUED
12-31-83	J. A. M.	32	ISSUED
12-31-83	J. A. M.	33	ISSUED
12-31-83	J. A. M.	34	ISSUED
12-31-83	J. A. M.	35	ISSUED
12-31-83	J. A. M.	36	ISSUED
12-31-83	J. A. M.	37	ISSUED
12-31-83	J. A. M.	38	ISSUED
12-31-83	J. A. M.	39	ISSUED
12-31-83	J. A. M.	40	ISSUED
12-31-83	J. A. M.	41	ISSUED
12-31-83	J. A. M.	42	ISSUED
12-31-83	J. A. M.	43	ISSUED
12-31-83	J. A. M.	44	ISSUED
12-31-83	J. A. M.	45	ISSUED
12-31-83	J. A. M.	46	ISSUED
12-31-83	J. A. M.	47	ISSUED
12-31-83	J. A. M.	48	ISSUED
12-31-83	J. A. M.	49	ISSUED
12-31-83	J. A. M.	50	ISSUED



Revised Jan 20, 1983, by Joseph F. Reed, P.E. & L.S., Lic. No. 02301  
Revised Oct 1, 1983, by Michael F. Sorensen, P.E. & L.S.

NOT A LEGAL INSTRUMENT OF THE BOROUGH  
LOCAL PROCEEDINGS OR DECISIONS BY BOROUGH  
APPROVED AS A TAX MAP SUBMITTAL TO THE  
MONMOUTH COUNTY BOARD OF TAXATION  
FOR THE CURRENT FISCAL YEAR  
DATE OCT 7 1983  
J. A. M.  
LIC. 5009  
ASSOCIATE

TAX MAP  
BOROUGH OF KEANSBURG  
MONMOUTH COUNTY, NEW JERSEY  
SCALE: 1"=50'  
JUNE 30, 1980  
213 Highway 35, Middletown Township  
P.O. Box 200, New Jersey 07701  
Monmouth County, N.J. & L.S.  
License No. 12581

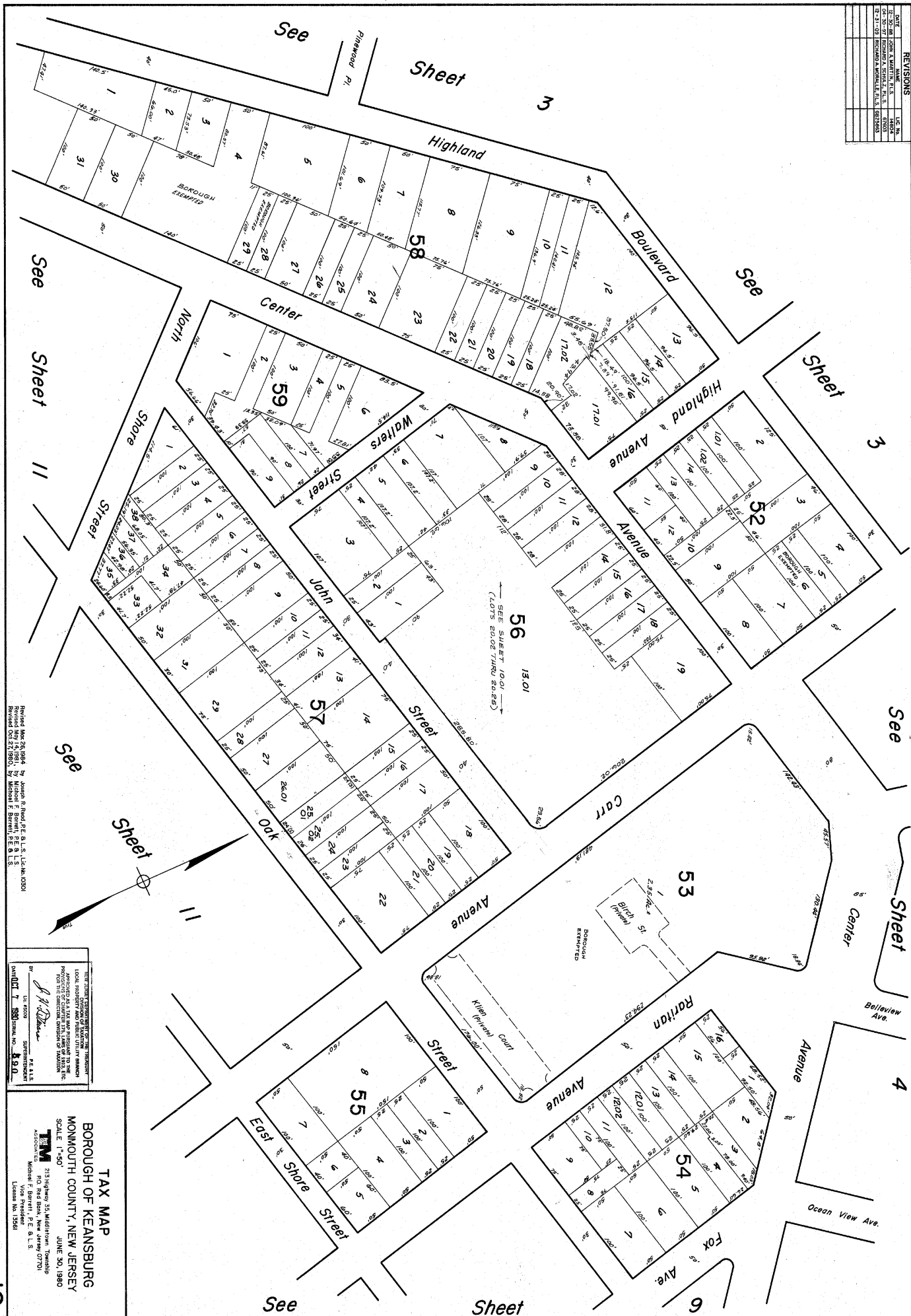


2-21-09 RECORD A. MOORE, R.L.S. 082565  
REVISED MAY 15, 1981, BY MICHAEL F. BROWN, R.L.S. 082565  
REVISED OCT 23, 1983, BY MICHAEL F. BROWN, R.L.S. 082565

NEW JERSEY DEPARTMENT OF TREASURY  
DIVISION OF TAXATION  
JANUARY 2, 1980  
LOCAL PROPERTY AND PUBLIC UTILITY TAXES  
FOR THE DISCOUNTED PAYMENT OF TAXATION  
DATE OCT 7, 1980  
SUPERINTENDENT  
LE 55000  
PT. A.L.S.

**TAX MAP**  
**BOROUGH OF KEANSBURG**  
**MONMOUTH COUNTY, NEW JERSEY**  
SCALE 1"=50'  
JUNE 30, 1980  
213 Highway 55, Middletown Township  
R.D. and Box, New Jersey 07701  
MICHAEL F. BROWN, R.L.S.  
Vice President  
License No. 12581

REVISIONS			
DATE	BY	REASON	FILE NO.
02-28-89	J. R. BROWN	1.0000	0000
02-28-89	J. R. BROWN	1.0000	0000
02-28-89	J. R. BROWN	1.0000	0000
02-28-89	J. R. BROWN	1.0000	0000
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02-28-89	J. R. BROWN	1.0000	0000
02-28-89	J. R. BROWN	1.0000	0000
02-28-89	J. R. BROWN	1.0000	0000



Revised Map 28, 1984 by Joseph R. Bland, P.E. & L.S. License 12001  
 Revised Map 1, 1981, by Michael F. Bland, P.E. & L.S.  
 Revised Map 2, 1981, by Michael F. Bland, P.E. & L.S.

THIS MAP IS A PRELIMINARY MAP OF THE TAX MAPS OF THE BOROUGH OF KEANSBURG, NEW JERSEY, FOR THE YEAR 1984. IT IS NOT TO BE USED FOR ANY OTHER PURPOSE. THE BOROUGH OF KEANSBURG, NEW JERSEY, IS NOT RESPONSIBLE FOR THE ACCURACY OF THIS MAP. THE BOROUGH OF KEANSBURG, NEW JERSEY, IS NOT RESPONSIBLE FOR THE ACCURACY OF THIS MAP. THE BOROUGH OF KEANSBURG, NEW JERSEY, IS NOT RESPONSIBLE FOR THE ACCURACY OF THIS MAP.

**TAX MAP**  
**BOROUGH OF KEANSBURG**  
**MONMOUTH COUNTY, NEW JERSEY**  
**SCALE 1"=50'**  
**JUNE 30, 1980**  
**TM**  
 213 Highway 55, Middletown Township  
 P.O. Box 100, New Jersey 07001  
 License No. 12561

## Appendix D: Building Renderings and Models



# CARR AVENUE - BLOCK 11



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KEANSBURG WATERFRONT  
REDEVELOPMENT

SACKMAN  
NEW JERSEY

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# CARR AVENUE - BLOCK 11



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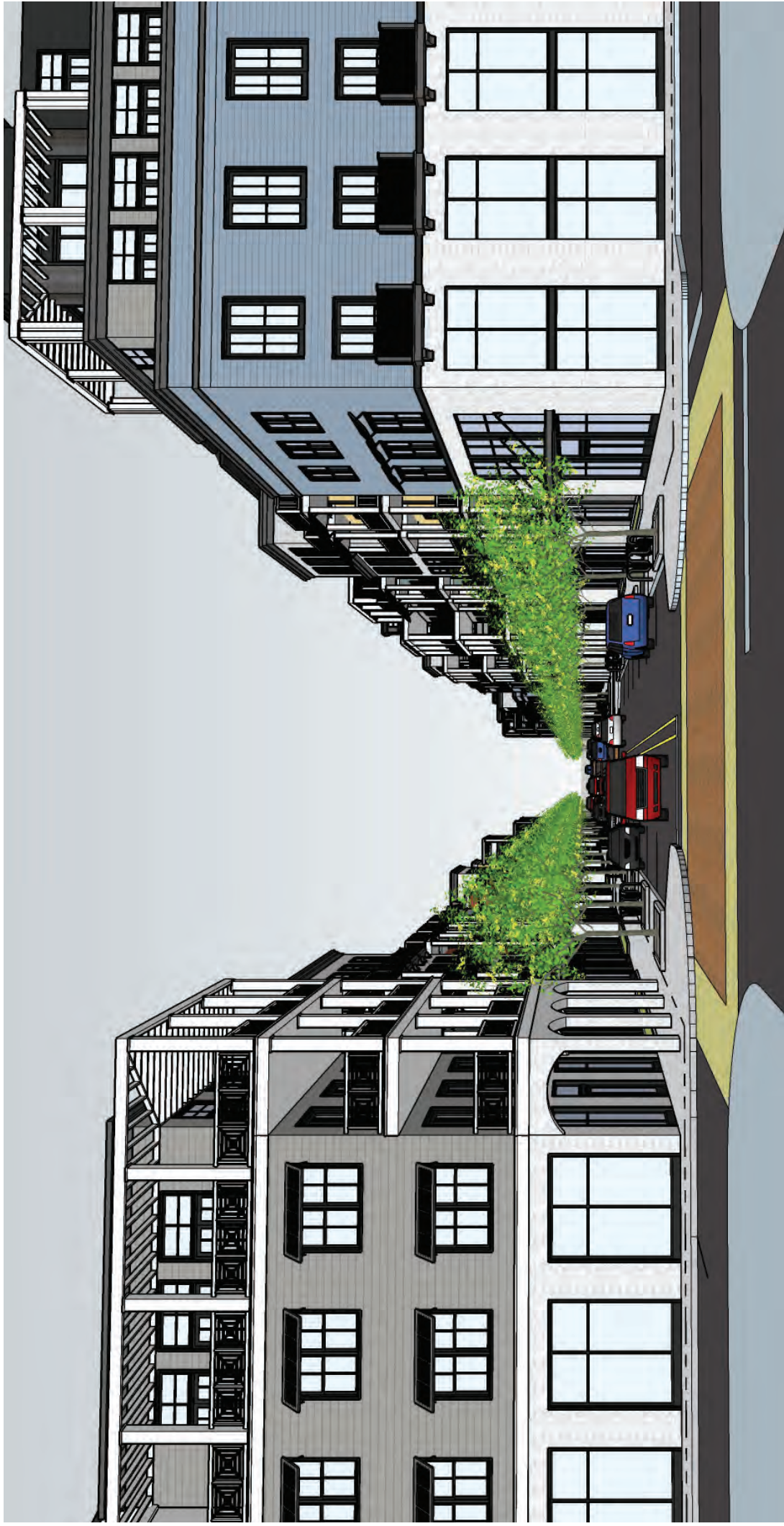
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