

Beachway Avenue II Redevelopment Plan

Block 184, Lot 1
Borough of Keansburg
Monmouth County, New Jersey

Beachway II Redevelopment Plan

For Block 184, Lot 1
Borough of Keansburg
Monmouth County, New Jersey

Adopted: _____, 2025

Prepared for:



Borough of Keansburg
Monmouth County, New Jersey

Prepared by:



T&M Associates
11 Tindall Road
Middletown, NJ 07748

Dan Hauben, P.P., AICP, LEED Green Associate
NJ Professional Planner No.: LI-06303

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and sealed in accordance with New Jersey Law*

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

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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 and Housing Law, N.J.S.A. 40A:12A-1 et seq. (the “LRHL”). After this designation, Block 184, Lot 1 was designated an “Area in Need of Redevelopment” per a Borough Ordinance adopted April 15, 2015. The Keansburg Beachway Avenue Waterfront Redevelopment Plan, first adopted in 2017 and later amended in 2021, was created to establish new development standards for Block 184, Lots 1, 3.02, 3.03, and part of Lot 3.01, located along Beachway Avenue. This Redevelopment Plan has been developed as a standalone plan for Lot 1, an undeveloped property, separating it from the Beachway Avenue Waterfront Redevelopment Area. The redevelopment area is shown in Map 1.

The goal of this Redevelopment Plan is to promote the Borough’s efforts to improve and energize the beachfront area, turning it into a year-round destination for both residents and visitors. The plan draws from the recommendations outlined in the Borough’s 1988 Master Plan, the 2003, 2012, and 2015 Master Plan Reexamination Reports, and the 2015 Route 36 to Bayfront Corridor Resiliency Plan. It is expected that implementing this plan will also encourage neighborhood revitalization beyond the waterfront area.

Map 1: Redevelopment Area

Beachway Avenue II Redevelopment Plan

Keansburg Borough, Monmouth County, New Jersey

-  Redevelopment Area
-  Parcel Boundary



Prepared by: DLH, 9/25/2025
Source: NJGIN; Monmouth County, Keansburg Borough
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2025 Beachway Redevelopment Plan Amendment

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T&M Associates
11 Tindall Road
Middletown, NJ 07748
Phone: 732-671-6400
Fax: 732-671-7365

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 revitalize vacant, non-productive properties by creating new opportunities for private and public-private investment. The plan will support a variety of high-quality public and residential developments that take advantage of 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.
- 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, including those of 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 II 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 include sections focusing on the Bayfront area of the Borough, each with their own goals and objectives. This subsection explains how this Redevelopment Plan relates 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.”

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2003 Master Plan Reexamination Report

The 2003 Master Plan Reexamination Report specifically highlights the bayfront area of the Borough of Keansburg as a valuable asset for the borough's revitalization. It also suggests 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 between 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 line¹, 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;
- 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.

¹ 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.

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2.2.2 Keansburg Development Regulations

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

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 Development Regulations) include:

- Any use permitted in the B-1 General Commercial Zone, except for single family homes located within Block 184, Lots 1 and 3;¹
- 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;
- Public utilities; and
- Motor vehicle service stations and repair garages.

¹ Lot 3 has been subsequently subdivided and corresponds to Lots 3.02 and 3.03.

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In Section 22-6.10 of the Borough's Development Regulations, there are use, bulk, and design standards for the Mixed-Use Zone. These standards promote better access to the waterfront, improvements to 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 Development Regulations) 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.

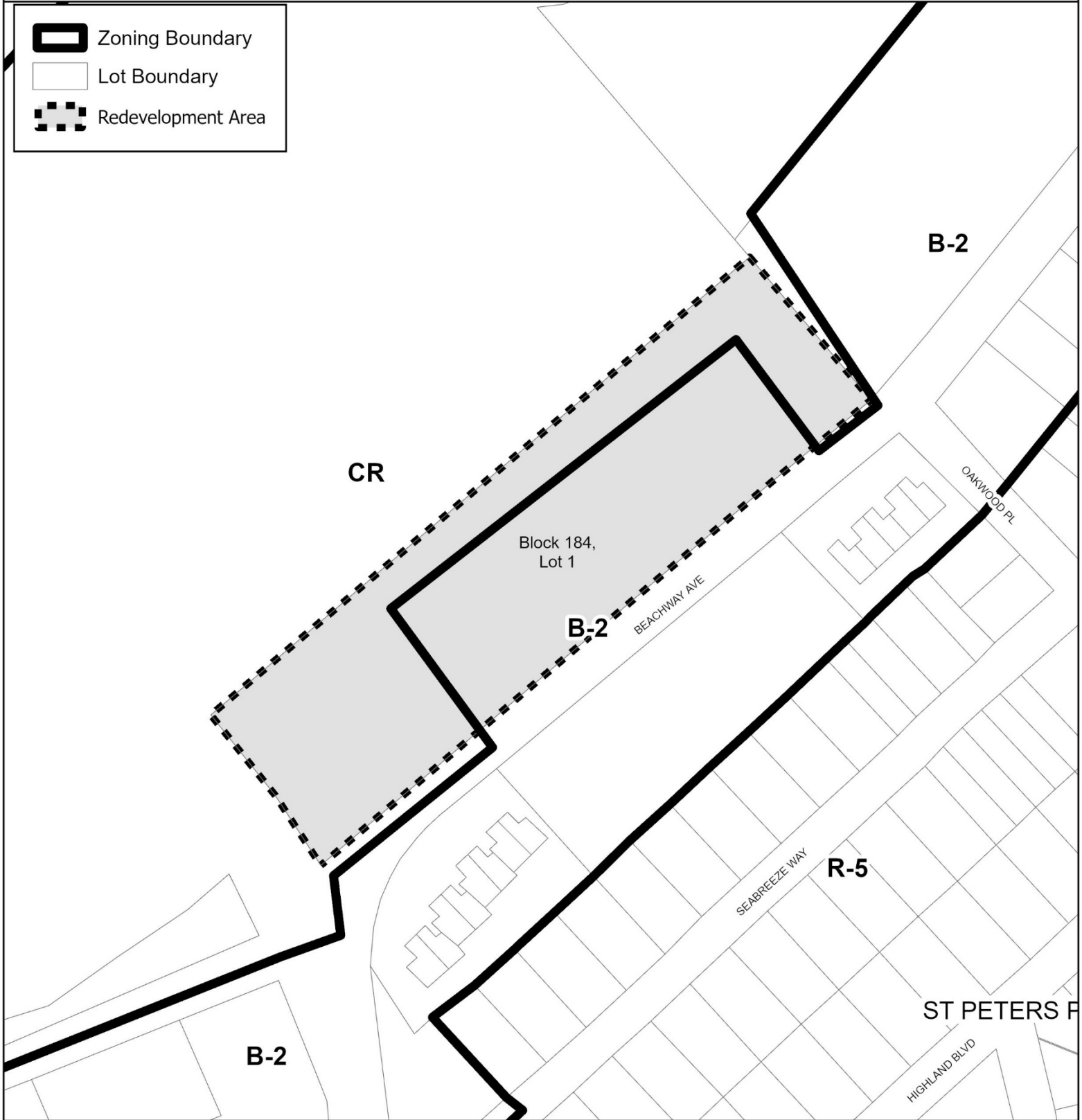
In order to implement the Redevelopment Plan in a manner consistent with its stated goals and objectives, the Redevelopment Plan shall serve as an overlay zone, or optional development alternative, to the existing underlying Zoning Districts. If the redeveloper chooses to redevelop parcels governed by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

Map 2: Zoning Map

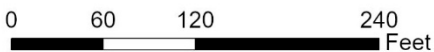
Beachway Avenue II Redevelopment Plan

Keansburg Borough, Monmouth County, New Jersey

	Zoning Boundary
	Lot Boundary
	Redevelopment Area



Prepared by: DLH, 9/24/2025
 Source: NJDOT; NJGIN; Monmouth County; Keansburg Borough
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T&M Associates
 11 Tindall Road
 Middletown, NJ 07748
 Phone: 732-671-6400
 Fax: 732-671-7365

3 The Redevelopment Plan

3.1 Redevelopment Activities

The Redevelopment Plan aims to support higher-density residential uses and enhance a variety of waterfront and recreational amenities along the Raritan Bay shoreline. It is planned that the Redevelopment Area will be a coordinated effort, allowing both privately and publicly owned parcels to contribute maximally to the public good. The redevelopment will be carried out in a way that complements the surrounding environment. To achieve this, the proposed land uses will feature a balanced mix of residential and recreational activities, designed as a comprehensive development in line with the standards outlined 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 intending to redevelop part or all of the parcels in the Redevelopment Area must submit concept plans to the Borough Council. The Borough Council, acting as the Redevelopment Entity under the Local Redevelopment and Housing Law, will review these plans and provide feedback before the redeveloper files any land use applications for the development. These plans can be revised before submitting a development application to the Borough's Planning Board or Board of Adjustment. This process ensures that the redeveloper adheres to the design standards. The Borough and the redeveloper will then enter into a Redevelopment Agreement, which will specify terms related to the phasing of construction for the Planned Development, as well as potential incentives like five-year tax abatements or long-term tax exemptions.

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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 Development Regulations at Chapter 22 of the Borough Code.

3.3.1 Definitions

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

3.3.2 Permitted Uses

All permitted uses must comply with the requirements of this Redevelopment Plan’s Design Standards, the Keansburg Development Regulations, or as otherwise specified in this plan. Uses allowed by specific provisions 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 Development Regulations 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 II Redevelopment Area Overlay**.

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

- Multi-family residential (including age-restricted units for persons 55 years and older);
- Marinas;
- Water transportation;
- Essential services;
- Passive or low intensity recreational uses;
- Parks or open space;

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- 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.

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3.3.3 Bulk and Area Requirements

The area, yard, and structure requirements are as follows in Table 1:

TABLE 1

Bulk Item	Standard
Minimum Lot Area	1.75 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.) ²	2.5 (developable acres ³ 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	10%

This Redevelopment Plan envisions the Redevelopment Area to be redeveloped with ground-floor parking. All residential units shall be located on the second floor and above, and shall comply with the freeboard requirements of the NJ DEP’s Flood Hazard Regulations or the Borough’s Flood Damage Prevention Ordinance (Chapter 14), whichever is greater. At the time of this writing, residential units must be set at three (3) feet above the base flood elevation (BFE).

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

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

3.3.4 Waivers

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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. Additional improvements may include, but are not 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.

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3.3.6 Façades

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

The rhythm of entrances, windows, and projecting features 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 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 viewed from a public right-of-way, shall be designed to provide visual diversity consistent with the architecture found throughout the Borough of Keansburg. Exterior walls shall include windows, doors, porches, pilasters, horizontal or 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 must be constructed with durable materials such as stone, brick, wood, or stucco. Aluminum siding, vinyl or vinyl-coated siding, metal panels, and mirrored glass surfaces are prohibited. Pole barns or prefabricated metal buildings are also prohibited.

Awnings and canopies should be made of canvas or modern materials that resemble canvas, with traditionally dyed colors in solids or stripes. Metal and vinyl awnings are not allowed. Metal eyebrows or similar decorative façade elements are permitted but must extend no more than 18 inches from the wall face.

Large blank walls are not permitted along any street. Upper floor uses must have separate exterior entrances unless a large common lobby or atrium is provided. First-floor facades for residential buildings may include one or more private garage doors that meet all other requirements for material, color, and finish specified in this section.

Gambrel and mansard roofs are not permitted on residential buildings, unless shown to match a traditional shore architectural style. Flat roofs are not permitted on buildings that are four (4) stories or less, but are allowed on buildings that are five (5) stories or more (or four or more stories over ground-level parking). Otherwise, new roofs must be gabled or hip roofs.

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3.3.7 Street Furniture and Lighting

Street and site furnishings should also be included in developments, such as flower boxes, arbors, planters, benches, and trash and recycling receptacles. All street furniture must be consistent in scale and architectural style and made of or enclosed with materials that match the style of the surrounding buildings. All utility boxes and exterior HVAC equipment should be hidden by architectural features or landscape plantings and placed 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. When a building requires multiple signs, they shall be thematically linked and consistent in materials, color, and lighting method. The area around ground signs shall be landscaped and kept clean and tidy.

3.3.9 Landscaping and Street Trees

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

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

All street frontages should be planted in accordance with the requirements of the Keansburg Development Regulations. Light foliaged 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 latest edition of the American Nurseryman Guide. The minimum size of new plants at the time of planting shall be as

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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 the 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 or 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

Redevelopers are required to abide by the parking requirements as stipulated in the Borough's Development Regulations; except that a one-car garage and driveway combination shall count as two (2) off-street parking spaces as long as the driveway is a minimum of 20 feet in length and nine (9) feet in width. 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 Development Regulations. The parking plan shall address the need generated by the proposed development and how that need will be met.

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3.3.12 Stormwater Management

All stormwater infrastructure shall comply with or exceed NJ DEP regulations pursuant to N.J.A.C. 7:8; including, but not limited to, green infrastructure standards under N.J.A.C. 7:8-5.3.

3.4 Phasing

The Redevelopment Plan Area may be developed in phases, as specified in a redevelopment agreement between the Borough and the Redeveloper.

3.5 Redevelopment Agreement

No new construction on these sites is permitted except through a negotiated Redevelopment Agreement between the property owner and the Borough Council, which acts as the Redevelopment Entity for this Redevelopment Area under the Local Redevelopment and Housing Law. The execution of a Redevelopment Agreement depends on the submission of a concept plan for the entire Redevelopment Plan Area, or for a designated phase of the Redevelopment Area as authorized by the Borough Council, by the designated redeveloper to the Borough Council. Such a concept plan shall include complete architectural renderings sufficient to illustrate the design of site improvements and buildings.

Map 3: Concept Plan (Redevelopment Area) Beachway Avenue Waterfront Redevelopment Plan Keansburg Borough, Monmouth County, New Jersey

-  Redevelopment Area
-  Parcel Boundary



Prepared by: RED, 9/25/2025
 Source: NJGIN; Monmouth County, Keansburg Borough
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 2025 Beachway Redevelopment Plan Amendment



T&M Associates
 11 Tindall Road
 Middletown, NJ 07748
 Phone: 732-671-6400
 Fax: 732-671-7365

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, as the project may require. 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 permits from state and federal agencies.

3.8 Affordable Housing

Any responsibility of the designated redeveloper to set aside units for very low-, low-, or moderate-income households (affordable housing), or to contribute to the Borough's affordable housing trust fund, shall be established in the Redevelopment Agreement negotiated between the redeveloper and the Borough.

Currently, there are no residential units, whether affordable or market rate, in the Redevelopment Area; therefore, no relocation of existing residents is expected as part of any redevelopment project.

Section 4. Acquisition and Relocation

The Borough shall not use eminent domain to acquire parcels within the Redevelopment Area for implementing this Redevelopment Plan. However, parcels within the Redevelopment Area may be acquired through voluntary negotiations for this purpose. Additionally, municipally owned property may be conveyed to a designated redeveloper by the Borough after it adopts this Redevelopment Plan and executes a Redevelopment Agreement with the redeveloper.

Additionally, as stated in Section 3.8 above, it is noted that since there are currently no residential units in any of the properties covered by this Redevelopment Plan, no resident relocations are expected as part of any redevelopment project.

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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 planning objectives and policy statements of the Master Plan and its Land Use Plan Element, specifically:

- Planning Objective #3: *Encourage the most appropriate use of land consistent with its suitability for development.*
- Planning Objective #4: *Establish appropriate population densities and control the intensity of development to ensure neighborhood, community, and regional well-being and to preserve the natural environment.*
- Planning Objective #7: *Provide sufficient space in appropriate locations for residential, recreational, commercial, and open space use.*
- Planning Objective #13: *Encourage development that contributes to the revitalization of the community.*
- Planning Objective #17: *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.*
- Housing and Neighborhood Improvement Policy Statement: *In order to maintain and improve residential areas, the Borough should encourage rehabilitation of the existing housing stock with new construction at appropriate densities, elevations and other relevant design standards. The enforcement of building and land use codes, as well as FEMA flood mapping, to protect and maintain properties should be aggressively pursued. Municipal action should facilitate the improvement of the livability of residential areas. The Borough should continue to seek public funding and explore innovative mechanisms and incentives for housing and neighborhood improvement.*

5.2 Plans of Adjacent Municipalities

The Borough of Keansburg is situated in Monmouth County and borders the municipalities of Middletown and Hazlet Townships. However, the site covered by this Redevelopment Plan is along Keansburg’s waterfront and is bordered by Raritan Bay, not sharing a boundary with any other municipality. Therefore, there are no anticipated impacts on neighboring municipalities.

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5.3 Monmouth County Master 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 consistent with this Redevelopment Plan:

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.

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Principle 3.3 Housing

- **Objective A:** Encourage municipalities to monitor the evolving housing market and consider the desirability of changing zoning to accommodate shifts in market demand.
- **Objective B:** Encourage housing development in locations that provide access to various modes of travel that could reduce automobile dependency.

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 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 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 a well-established suburban community situated in Planning Area 1 (PA-1) – the Metropolitan Planning Area.

This 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 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.

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Economic Development

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

Redevelopment

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

Public Facilities and Services

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

Open Lands and Natural Systems

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

Coastal Resources

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

5.5 Preliminary Draft of the New State Plan

In December 2024, the New Jersey Office of Planning Advocacy released a preliminary draft of an updated New Jersey State Development and Redevelopment Plan. As of the preparation of this Redevelopment Study, the 2024 Preliminary Draft New Jersey State Development and Redevelopment Plan is still under revision, and final adoption is anticipated to occur, at the earliest, in December 2025. Therefore, the 2001 New Jersey State Development and Redevelopment Plan is the current State Plan as of the preparation of this Redevelopment Plan.

Notwithstanding the above, it is noted that the 2024 Preliminary Draft New Jersey State Development and Redevelopment Plan references the same planning areas as the current State Plan. In addition, it outlines “State Planning Goals” and the accompanying strategies and priorities, many of which are relevant to the Redevelopment Area. Below are State Planning Goals that the Redevelopment Plan could further advance:

- Provide an adequate supply of housing for residents of all ages and incomes in communities of their choosing that meet their needs and offer ready access to the full range of supportive goods and services.

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- Implement equitable planning practices to promote thriving communities for all New Jerseyans.
- Protect, maintain and restore the State's natural and water resources and ecosystems.

