
Seaport Redevelopment Program Borough of Belmar, New Jersey

REDEVELOPMENT PLAN

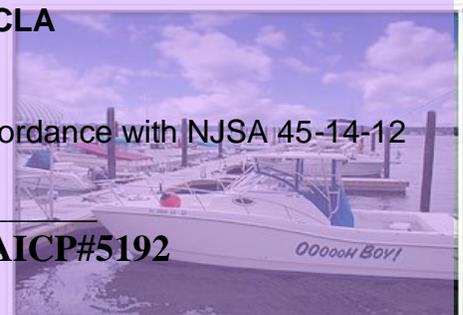
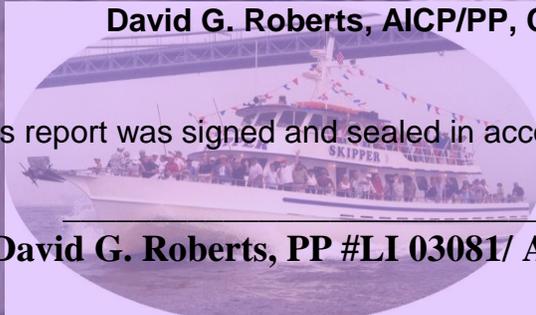
Prepared for:
**Mayor Kenneth E. Pringle
and the
Borough of Belmar Council**

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PREFACE

The north end of Belmar's downtown is located in a commercial area east of the Belmar Marina along an underutilized riverfront with minimal public access opportunities. Realizing that reclaiming the river's edge as a public amenity could stimulate private investment and rejuvenate the north end of the downtown, the Borough determined that it was necessary to prepare a redevelopment plan within the same time frame as the planning and development of the new high span Route 35 Bridge so as to coordinate the two projects and maximize the benefit to the Borough. Under the direction of Mayor Kenneth E. Pringle, working in cooperation with the Borough Council, the Planning Board and local property and business owners, a redevelopment investigation was undertaken in 1997 leading to the designation of the Belmar Seaport Redevelopment Area in late Fall of that year.

The Seaport theme for the Redevelopment Area is grounded in the unification of the Marina and adjacent public amenities with the traditional downtown through new vehicular and pedestrian linkages under the reconstructed Route 35 bridge. The Plan is intended to create opportunities for public-private partnerships to redevelop new, reconfigured parcels and to build upon the recent investment in two seafood eateries within the Redevelopment Area, as well as the Borough's ongoing improvements to the Belmar Marina. The Borough plans to provide a total of 73 transient boater slips in the Marina using a Federal Boating Infrastructure Grant. The Plan envisions a mixed-use district with restaurant and specialty shops at the street level below residential units and office space along a re-landscaped riverfront. This concept is specifically intended to complement and support, rather than to compete with, the neighborhood commercial uses in the center of the downtown. The Seaport is viewed as a mechanism to enhance Belmar's image as a family destination and to extend the tourism season into the Spring and Fall months. It is also envisioned to be a highly desirable "downtown" waterfront neighborhood within easy walking distance of commuter rail service and a wide range of goods and services offered in Belmar's business district along Main/F Street.

This Redevelopment Plan was developed by the consultant under the direction of Mayor Kenneth E. Pringle and Borough administrative staff.

1.0 INTRODUCTION / STATEMENT OF PURPOSE & POLICIES

This Redevelopment Plan has been prepared by authorization of the Belmar Borough Council pursuant to the Redevelopment and Housing Law (Chapter 79, P.L. 1992).

A redevelopment plan provides a framework for land use and land development within a redevelopment area, as well as an opportunity to apply financial incentives and other implementation tools to enable the Borough Council, acting as the redevelopment entity, to actively pursue the redevelopment of identified redevelopment parcels through public-private partnership agreements with private sector redevelopers and other stakeholders.

The purpose of the Redevelopment Plan is to serve as the principal tool to guide the revitalization of the Belmar Seaport Redevelopment Area. Successful implementation will require outreach to commercial property owners, with the sensitive use of redevelopment powers and financial incentives by the Borough to facilitate site-specific redevelopment projects.

The redevelopment policy of the Borough is to balance efforts to attract new mixed-use residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties and reassure the owners of properties and businesses that the Borough will not exercise its powers arbitrarily or capriciously. Private property would be acquired by direct action of the Borough only if necessary to implement a Redevelopment project. Fair market value will be paid to the owner of any property that is acquired through an eminent domain action and relocation assistance will be provided to any household or business that must be displaced as a result of such acquisition.

It is also the redevelopment policy of the Borough that the present owners of property in designated redevelopment parcels be given every opportunity to participate in the redevelopment program through the reinvestment and redevelopment of their properties in accordance with the land uses, building and design requirements of this Plan.

HISTORICAL BACKGROUND OF STUDY AREA

The study area identified by the Borough for the Belmar Seaport is located on the northwestern end of the municipality (see Location Map). It is the northerly end of the Borough's main shopping street and includes the area between the Belmar Marina and the properties along the east side of Main/F Street. Main/F Street has historically served as the Borough's downtown shopping district, giving the Borough a commerce center and providing goods and services to residents and summer visitors. This commercial spine contains a variety of retail, restaurant, service and office uses common to a downtown neighborhood shopping center, as well as a number of auto-related uses that depend more on through-traffic rather than support from residents and visitors. These new and used car dealerships have traditionally started out in downtown areas and gradually moved to highway locations with larger land areas for vehicle

display and storage. In Belmar, one new car dealership has remained on Main Street, while other former dealership sites have become used car lots or have become altogether vacant. Two used car lots remain on Main Street, both of which are located in the Seaport Redevelopment Area.

The Seaport Redevelopment Area has been influenced historically by both the railroad and the Shark River Inlet. The rail line is currently called the New Jersey Coast Line and functions primarily as a commuter line operated by New Jersey Transit. The line was originally constructed in the late 1800s, however, as the principal means of carrying those urban dwellers from the north who could afford to travel to the entertainment center in Long Branch, the Methodist camp meeting in Ocean Grove and the developing resort community conceived by James Bradley for rest and rejuvenation in Asbury Park. The line also served as the principal means of conveyance for raw materials and products manufactured by industrial uses that sprung up along its length to service the burgeoning year-round and summer populations through the early decades of the 20th Century. The evidence of this industrial activity remains to this day, although many of the old multi-story industrial buildings along spurs from the main line have long since been converted to truck transport or have fallen into disuse.

The Shark River Inlet has afforded safe haven for small ocean-going fishing vessels for over a hundred years. Currently the river is crossed in three places: Ocean Avenue, Route 71 (Main/F Street) and Route 35. All three of these crossings have draw bridges to enable the recreational fishing fleet and larger pleasure craft to move up and down the river from the boat basin to the ocean. As a result of the marine activity traditionally associated with the Shark River Inlet, several water-related commercial uses are located along the river from the east side of Main/F Street to the railroad bridge. These uses include a commercial boat storage facility and two seafood restaurants: Havens and Hamptons and Ollie Klein's Fish Market and Restaurant. Other uses that have river frontage but which are not water related include the vacant Pied Piper Ice Cream warehouse building located next to the railroad bed.

The impetus for the Belmar Seaport concept is provided by the construction of a new Route 35 high span bridge over the Shark River, which will re-connect Belmar's Marina with its downtown area via an underpass and provide an opportunity for a continuous one and one half (1½) mile-long pedestrian walkway along the river from the marina to Main Street. The State Department of Transportation has already begun construction of the first span, which is near completion. Completion of the entire bridge project, including the underpass connecting the marina to the Seaport Redevelopment Plan, is projected for completion by the Spring of 2005. This date will coincide with the Borough's projected completion of the transient boat area to be constructed with grant funds awarded to the Borough pursuant the Federal Boating Infrastructure Grant program.

Over the past twenty years Belmar's downtown has struggled with the fluctuating seasonal market for goods and services that is typical of a resort community. To some extent, downtown merchants compete with beachfront merchants for their share of the tourist dollar, while also trying to meet the needs of the residents. The center of the downtown commercial corridor, at its

intersection with 10th Avenue, has made impressive strides in upgrading its image, and the improved visual quality and new commercial investment is very apparent. However, with a few exceptions, the north end of the downtown has not participated in this resurgence.

GOALS & OBJECTIVES OF SEAPORT REDEVELOPMENT PLAN

In order to address the conditions identified in the Redevelopment Area Investigation Summary Report, the Belmar Seaport Redevelopment Plan seeks to realize the following Goals:

1. Revitalize the north end of the downtown through redevelopment of identified redevelopment parcels using public-private partnership agreements with private sector redevelopers and other stakeholders.
2. Create a mixed-use residential, restaurant, entertainment and specialty shop district along a re-landscaped riverfront.
3. Make the Belmar downtown a family destination and extend the tourism season into the Spring and Fall months (shoulder seasons).
4. Balance efforts to attract new residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties.
5. Unify the downtown with the Marina and adjacent park and adaptively re-use the existing roadway of Route 35 to be replaced by the high span bridge.
6. Build a new village-like image for the north end of the downtown around the harbor-like elements of the Shark River Inlet and Belmar Boat Basin/Marina.
7. Provide additional over-flow parking for the customers of the party and charter boats in the Marina.

2.0 DESCRIPTION OF PROJECT

The Seaport Redevelopment Area in the Borough encompasses approximately seven (7) blocks in the northwestern end of the Borough. The area extends from the centerline of Eighth Avenue north to the Shark River, including the main commercial corridor along Route No. 71. The Area further extends to the west out to Railroad Avenue across Route No. 35 to the Shark River, including all of the property north of Eighth Avenue, which is currently host to the Belmar Marina.

The Seaport theme envisioned in this Plan follows the examples of the traditional New England fishing villages that feature human scale (one to three story) buildings with pedestrian pathways and public spaces. The provision of centralized parking, combined with the natural attraction of a waterfront location requires restaurants and shops to be within a comfortable walking distance, preferably along the walking route between the parking and the waterfront to encourage impulse spending along the way. The strategy of controlling the movement of people into the area by car, boat and transit, and their transition to movement through the area on foot to encourage window-shopping and impulse buying, is used in the planning of enclosed shopping malls and theme parks.

The emphasis of the Seaport district is to use the latent asset of the river's edge to build on the gradually growing reputation of Belmar's downtown as a year-round destination for dining and entertainment, to attract visitors to the downtown that will provide the economic impetus for new investment in rehabilitation and expansion of new and existing businesses. These retail uses are intended to support and not to compete with existing merchants and businesses in Belmar's downtown business district.

This Plan employs four basic components to the Seaport land use framework, which are equally important to successful implementation:

- 1) Public Parking (approximately 773 spaces total)
 - a. Seaport Plaza (270 spaces)
 - b. Phase II Seaport Parking Deck (238 spaces, 188 spaces net)
 - c. Side Street Parking (179 spaces total)
 - a. Seventh Avenue (West): 37 +/- spaces
 - b. Seventh Avenue (East): +/- 29 spaces
 - c. Eighth Avenue (West): +/- 42 spaces
 - d. Eighth Avenue (East): +/- 18 spaces
 - e. Sixth Avenue: +/- 22 spaces
 - f. Fifth Avenue: +/- 20 spaces
 - d. New Municipal Surface Lots (136 spaces total)
 - a. Eighth Avenue (Parcel 14): 46 spaces
 - b. Eighth Avenue (Parcel 16): 15 spaces
 - c. Fifth/Sixth Avenue (Parcel 10): 75 spaces
- 2) Waterfront Attractions
 - a. Restaurants
 - b. Open Air Farmers/Fish Market
 - c. Riverfront Walkway
 - d. Marina (Commercial & Sport Fishing Fleet and Transient Slips)
 - e. Boat & Watercraft Rentals & Excursions
 - f. Water Transportation Services (water taxis, ferries)
 - g. Seaport Plaza

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- h. Waterfront Park and Recreation Uses
- 3) Support Retail, Inclusive of:
 - a. Art Studios, Galleries & Craft Shops
 - b. Performing Arts Theater
 - c. Antique Shops
 - d. Bookstores
 - e. Gift, Novelty & Souvenir Shops
 - f. Cafes & Ice Cream Shops
 - g. Bicycle Rental
 - h. Photography Stores
 - i. Vendor carts (Purchased by Borough and leased to licensed vendors at designated locations approved by the Borough)
 - 4) Offices
 - a. Professional & General Offices except on the ground floor or street level in buildings fronting Main/F Street or along Shark River Inlet.
 - b. Real Estate Offices and Travel Agencies except on ground floor or street level in buildings fronting the Shark River Inlet.
 - c. Governmental Offices
 - 5) Residential Dwelling Units (second level or above)

(1) Public Parking

Public parking is intended to satisfy the overall parking requirements for the land uses within the Seaport Redevelopment Area and to reduce the need for on-site parking that contributes to disorganized traffic patterns. Residual land area on the redevelopment parcels and existing properties to be rehabilitated can then be devoted to landscaping, outdoor dining and seating areas, and to accommodate walkways to rehabilitated accessory buildings to the rear of principal buildings. This intentional reliance on public parking requires that such parking be plentiful and conveniently located to businesses within the Seaport area.

Based on the Seaport Phase 1 Conceptual Plan, public parking is proposed in Seaport Plaza during the initial phase of redevelopment, and in a Seaport Plaza Parking Deck, if necessary, to facilitate the final buildout of the Plan, or as part of the structured parking provided for a private, mixed-use redevelopment project. It is anticipated that the Seaport Plaza structured parking would also serve as satellite parking for beach and Belmar Marina visitors on weekend days during the Summer. Existing street parking will continue to be provided along Fifth, Sixth, Seventh and Eighth Avenues. Factoring in a conservative 25% allowance for shared parking as a result of the pedestrianization of the Seaport and availability of transit access should offset the demand for parking in the Seaport Redevelopment Area. It is estimated that the combination of

public surface and decked parking within the Seaport Plaza and other additional municipal parking lots, as well as some private off-street parking, should be sufficient to meet the parking demand created by the buildout of the Plan. No parking structures are proposed or anticipated east of Main/F Street due to the close proximity of low-density residential neighborhoods.

Seaport Plaza

Seaport Plaza will be created through the consolidation of properties between Fifth and Seventh Avenues west of F Street, including the right-of-way of the three streets. The initial phase of the Plaza would exclude the acquisition of the Elks Club property and the adjacent residence. If the members of the Elks Club find a suitable relocation site, this Plan would call for the future acquisition of the existing Lodge and residence and expansion of the Seaport Plaza parking layout to include those properties. Such future expansion would increase the estimated Plaza parking inventory from about 270 spaces to about 314 spaces.

The Seaport Plaza is intended to serve as a multipurpose open space, as well as meeting the parking needs of much of the daily and part of the hourly visitors to the Seaport area. The concept design for the Plaza is to use brick pavers edged with granite cobbles to mark the parking stalls, pedestrian crosswalks, sidewalks, seat wall planters, Riverfront Walkway, etc. The Plaza will be heavily planted with allees of small shade trees in the center and large shade trees around the perimeter in order to emphasize the park aspect of this central open space and to de-emphasize the parking aspect. The Plaza would be available for special events such as small concerts, food festivals and fairs, likely to be scheduled during the shoulder seasons when the beachfront parking is available. Parking for such events would be restricted to the perimeter of the Plaza and pedestrian access would be encouraged to filter through the walkways leading to the Plaza.

The Seaport Plaza parking is accessed from three points of entry: Fifth Avenue at the foot of the Route 71 Bridge as approached from the north; Seventh Avenue as the first point of entry approached on Main Street from the south; and Seventh Avenue as accessed from Route 35, through the Marina and under the new bridge.

Seaport Plaza Parking Deck

The Seaport Parking Deck is proposed for construction over a portion of the Seaport Plaza parking lot as a later phase of redevelopment and only if the parking demand exceeds the capacity of the Plaza surface parking and other municipal lots in the redevelopment area. This facility is envisioned as four levels of parking (including the roof) on three and one-half stories, with the first parking level one-half story below grade. The deck would have a footprint of 115 feet by 180 feet, with two story street level retail

fronting the Plaza, and a small amount of street level space (about 1,000 sq. ft.) for retail or an administrative office facing Seventh Avenue. The main level of retail space fronting on the Plaza would extend into the lower and ground levels of parking in order to allow a depth of 50 feet for the commercial uses (48 stalls per level). The upper two levels (3rd level and roof) of the parking deck would extend about 20 feet over the rear of the retail space to provide the full amount of parking (70 stalls per level) on those levels for a total of 236 parking spaces. However, the deck would be built on a portion of the Seaport Plaza currently planned for surface parking for about 50 parking spaces. Therefore the net gain would be 188 spaces. In addition, if it becomes necessary or desirable to recapture the space of the roof for outdoor recreational activities, such as miniature golf course, observation deck, amphitheater, or similar uses, the net increase in parking would be reduced to 118 spaces.

Alternatively, this Plan allows for the necessary public parking to be provided through the private redevelopment of a mixed-use residential-retail development project within the same area of the Plaza in a Transit-Village style.

The Seaport Parking Deck is intended to supplement the supply of long term (daily in hourly increments) parking available in the Seaport Plaza. It is proposed for redevelopment at such time that the Plaza parking becomes utilized to 80% of capacity and/or the Borough governing body determines that additional off-street parking is needed, or at such time as a public-private partnership is reached making the construction of the deck financially feasible.

These structured parking facilities will be used not only for Seaport visitors, but to relieve the pressure on street parking at the beachfront during the summer. Shuttles between the Seaport and the beach are envisioned, as well as the introduction of water taxis on the Shark River. Use of the deck facilities could be encouraged through combination beach/parking passes. All parking structures will conform to the Architectural Design Standards in Section 8.3 of this Plan.

(2) Waterfront Attractions

One of the goals of the redevelopment of the Seaport is to capture the economic and recreational benefits of the Shark River waterfront to attract visitors of all ages to Belmar and revitalize the dormant north end of the downtown. In addition to the inherent visual interest that brings people to the water's edge, the sense of "place" that is generated by people engaged in other activities along, near and in the river is needed to hold the attention of visitors long enough for them to spend money there as part of their leisure time experience. These activities include a variety of restaurants and outdoor cafes to choose from, outdoor and indoor entertainment performances of various types, water taxi rides with stops between the Marina and the beachfront, larger boat

traffic from private craft as well as commercial fishing and sight-seeing excursions along the New Jersey and Manhattan shoreline, small boat rentals, etc.

The key public improvement proposed to bring people to the water's edge is the Riverfront Walkway. This pedestrian walkway is envisioned to traverse both publicly and privately owned property via easements and will connect Main Street at the Bridge (Ollie Klein's existing parking lot) to the Belmar Boat Basin (Marina). The preferred route for the Riverfront Walkway will be to follow the shoreline of the Shark River Inlet and to pass under the existing rail bridge and new high-span vehicular bridge to the Marina. Should the route under the bridges be determined not to be feasible, the Walkway route would pass through the Seaport Plaza to Seventh Avenue and follow public sidewalks on the north side of Seventh Avenue under the new bridge to the Marina. This Plan recommends against the use of a pedestrian "fly-over" or any improvement that would encourage pedestrians to cross the railroad tracks at other than a controlled and marked grade crossing.

(3) Support Retail

The economic benefit of creating an attractive place for visitors is to provide business opportunities for entrepreneurs and larger retailers to participate in and contribute to the Seaport community. The presence of interesting shops and galleries to wander through adds to the allure of a visitor destination. Real estate and travel agencies frequently will locate where they are visible to large numbers of visitors. Many visitors to the Seaport may be impressed enough to want to invest in Belmar properties or learn about other tourist destinations and lodging in the area. Visitors from outside the local area may wish to rent bicycles to experience the unique chain of beachfront towns connected by boardwalks between Spring Lake and Asbury Park.

The controlled presence of vendor carts can both add interest, activity and convenience to the Seaport Plaza, parks and pedestrian walkways; and contribute revenue through licensing fees and cart leases for the maintenance and operating costs of the Seaport. The carts could be selected and purchased by the Borough and the items sold from the carts could be controlled through a licensing process so as not to compete unfairly with existing and newly established merchants in the Seaport.

Again, we repeat that the emphasis of the Seaport district is to use the latent asset of the river's edge to build on the gradually growing reputation of Belmar's downtown as a year-round destination for dining and entertainment, to attract visitors to the downtown that will provide the economic impetus for new investment in rehabilitation and expansion of new and existing businesses. These retail uses are intended to support and not to compete with existing merchants and businesses in Belmar's downtown business district.

(4) Residential

In the tradition of a true seaport village, this Plan also provides for the use of upper floors of buildings for residential purposes. Providing a mix of compatible residential and non-residential uses within walking distance from the Belmar train station will facilitate the more efficient use of public transit, reduce the reliance on public parking spaces, encourage activity in the area during evening hours, increase the income producing potential, and thereby the taxable improvement value of individual properties within the redevelopment area and increase the customer base supporting retail goods and service providers in the Seaport and in adjacent downtown commercial areas.

3.0 RELATIONSHIP TO LOCAL OBJECTIVES AND MUNICIPAL DEVELOPMENT REGULATIONS

Current land use regulations for the Seaport Redevelopment Area rest within the Development Regulations of the Borough of Belmar, adopted December 29, 1992. The Development Regulations zone the Seaport Redevelopment Area in accordance with many land uses that have either become obsolete or which conflict with one or more of the three principal elements of the Seaport Redevelopment Plan described in Section 2.0.

The five zoning districts that currently apply to portions of the Seaport Redevelopment Area are Marine Commercial - 2 (MC-2), Central Business District - 1 (CBD-1), Central Business District - 2, Residential - 75 (R-75) and Public Use Overlay (PB). The Belmar Seaport Study Area Map shows the study area boundaries marked on the existing Zoning Map and shows that the portion of the Redevelopment Area north of Fifth Avenue is zoned MC-2; the area between Seventh Avenue and Fifth Avenue west of or fronting on Main Street is zoned CBD-2; portions of the Area fronting on the numbered Avenues east of Main Street, including all of the Saint Rose School, are zoned R-75; the portion between Seventh and Eighth Avenues west of or fronting on F Street are zoned CBD-1; and the portion of the Redevelopment Area west of Route 35 is zoned PB.

The MC-2 and CBD-2 zones permit uses that are not water-dependent and which would not contribute to the goals of the Seaport Redevelopment Plan, as outlined in Section 1.0. For example, new and used car dealerships are permitted in the CBD-2 zone; auto repair shops are permitted in the CBD-2 and MC-2 zones; motor vehicle service stations are permitted in the MC-2 zone. In addition, the MC-2 zone prohibits many of the retail support uses that are specifically included in Section 2.0 of this Plan as being needed in a themed district such as the Seaport. Specifically, antique shops, bookstores, camera stores, gift-novelty-souvenir shops, florists and clothing shops are not permitted along the riverfront under the current MC-2 zone regulations.

In addition to the incompatibility of the existing use regulations with the goals and objectives of this Plan, the lot regulations are also an impediment to new development of water dependent uses, as half of the existing parcels in the MC-2 zone are smaller than the minimum lot area requirement of 10,000 square feet and are too small to accommodate the water dependent uses likely to use frontage on the Inlet (marinas, boat and watercraft rentals, water transportation services, boat building and repairing, etc.).

Finally, while the CBD-1 allows the public parking of Belmar Plaza to satisfy the off-street parking requirements for uses in that zone, all of the commercial uses north of Seventh Avenue are required to provide on-site off-street parking where the prevailing lot sizes are too small to support both building and parking uses.

For the reasons stated above, the Seaport Redevelopment Plan will replace the Development Regulations for the portion of the Borough of Belmar that is within the designated Seaport Redevelopment Area. The land uses and building requirements for the Seaport Redevelopment Area, upon the adoption of this Plan by ordinance of the Borough Council, will be as outlined in Section 4.0 to follow.

4.0 OVERVIEW OF PROPOSED LAND USES AND BUILDING REQUIREMENTS

Until such time as individual lots are acquired and assembled in accordance with this Plan, existing buildings and uses thereon may be improved, enlarged, altered or rehabilitated in accordance with the permitted land uses and building requirements set forth in this Redevelopment Plan. Uses and buildings that are nonconforming with the land use and building requirements set forth in this Plan will become legal nonconforming uses and structures subject to the same rights and limitations as pertain to other nonconforming uses and structures under the Municipal Land Use Law and the Belmar Development Regulations.

New development on one or more existing lots which match the minimum lot size requirements established in this Plan shall be governed by the land uses and building requirements of this Plan. All new development and redevelopment must be consistent and conforming to this Plan and no Use Variance may be granted by the Zoning Board of Adjustment to permit a use that is prohibited in this Plan. Bulk requirements of this Plan may be varied by the Belmar Planning Board as part of a site plan application in the same manner as applies under the Belmar Development Regulations, except that a copy of the memorializing resolution shall be submitted within ten days to the Borough Administrator for review by the Borough Council. The Borough Council shall have the authority under this Plan to modify or overrule any bulk variance granted by the Planning Board within 30 days of receipt of the memorializing resolution from the Board. The applicant shall be notified in writing by the Board Secretary of any modification or overruling of a bulk variance and include a copy of the amended resolution with the notice. Such amended resolution shall become the final action of the Borough with regard to the site plan application and publication of the decision shall be made as required in the Municipal Land Use Law.

4.1 LAND USES

The land uses permitted within the Seaport Redevelopment Area are listed below. Any land use that is not specifically included as a permitted use is prohibited unless determined by the Borough Council to be equivalent to a listed permitted use and consistent with the purposes and goals of this Plan.

4.1.1 Permitted Uses:

- a. Public Parking Facilities
- b. Public Plazas and Recreation Areas
- c. Restaurants & Brew Pubs, excluding fast food but allowing cocktail lounges & outdoor cafes
- d. Indoor and Outdoor Farmers/Seafood Markets
- e. Pedestrian & Bicycle Pathways and Facilities
- f. Marinas, Boat building & Repairing & Boat Dealers

- g. Boat, Kayak & Watercraft Rentals & Excursions
- h. Water Transportation Services (water taxis, ferries, sight-seeing and excursion boats)
- i. Art Studios, Galleries & Craft Shops
- j. Performing Arts Theaters
- k. Antique Shops
- l. Bookstores
- m. Gift, Novelty & Souvenir Shops
- n. Cafes, Candy, Confectionery & Ice Cream Shops
- o. Bicycle Rental
- p. Camera & Photography Supply Stores
- q. Professional & General Offices except on the ground floor or street level in buildings fronting Main/F Street or along Shark River Inlet.
- r. Real Estate and Travel Agencies except on the ground floor or street level in buildings fronting the Shark River Inlet.
- s. Municipal Offices & Services
- s. Borough Licensed Vendor Carts
- t. News Dealers and Newsstands
- u. Indoor and Outdoor Recreation and Community Facilities
- v. Retail Clothing Stores
- w. Hobby Shops
- x. Sporting Goods, Apparel and Equipment
- y. Residential Dwelling Units, restricted to the second floor or above.
- z. Existing Educational Facilities, provided that a site not currently used for educational facilities and not located on Main/F Street may be constructed or rehabilitated for an educational facility that is being relocated from another site in the Seaport Redevelopment Area under redevelopment or rehabilitation for a use permitted in the Plan.

4.2 BUILDING REQUIREMENTS

4.2.1 Lot and Bulk Requirements:

Location	Min. Lot Area	Min. Lot Width	Min. Lot Frontage	Min. Front Yard	Min. Rear Yard	Min. Side Yard	Both Side Yards	Max. Bldg. FAR	Max. Impervious Surface*	Max. Building Height
Street Fronting	7000 sf	50 ft	50 ft	0 ft	25 ft	5 ft	10 ft	1.5	80%	3.5 stories/ 40 feet**
River Fronting	7500 sf	50 ft	50 ft	10 ft	N/A	5 ft	10 ft	1.5	80%	3 sty/35ft; 1.5 sty/25ft to 25 ft back from bulkhead

*Maximum impervious surface means the total allowable coverage of any lot by any natural or man-made surface that does not permit infiltration of water, including all buildings, concrete and asphalt and other materials determined by the Borough Engineer to be impervious.

** Mixed-use buildings with incorporated structured parking are permitted to a maximum height of 60 feet except along Main/F Street, where total building height shall not exceed 40 feet.

While the minimum lot sizes have been established in general accordance with existing CBD-2 zoning requirements, prevailing lot sizes and logical redevelopment parcel configurations, there are some differences with current zoning regulations. Maximum impervious coverage has been set at 80% in accordance with the amended CAFRA regulations for "Coastal Towns" as established by NJDEP consistent with the Planning Area 1 guidelines of the State Development and Redevelopment Plan. The maximum building height has been reduced from the current 2.5 stories and 35 feet to 1.5 stories and 25 feet within 25 feet of the bulkhead along the Shark River Inlet. This requirement is designed to provide a more intimate scale and greater sense of openness along the water's edge in combination with maximum public access, consistent with CAFRA land use policies.

In addition, the minimum lot size for riverfronting parcels has been reduced from 10,000 square feet in the current MC-2 zone, to 7500 square feet. These modifications are designed to maximize building orientation to the River and to Fifth Avenue, while recognizing the shallowness of the block between Fifth Avenue and the River.

4.3 Parking Requirements

Off-street parking shall be provided for redevelopment of property or the addition or expansion of any building or use existing within the Seaport Redevelopment Area as of the effective date of this Redevelopment Plan. Such parking shall be provided based on three parking spaces per 1,000 sf of office space, four parking spaces for each additional 1,000 square feet of floor area for all other nonresidential uses and two parking spaces per dwelling unit for residential uses. However, a 50% shared parking allowance will be made for combining weekday uses with evening/weekend uses in the same building. Office and general retail uses are considered to be weekday uses, while residential and restaurant uses are considered to be evening/weekend uses. 50% of the parking requirement of the evening/weekend use of the building may be met through parking already provided for the weekday use.

Such additional parking may be provided by:

- (a) Providing the required spaces on-site.
- (b) Providing the required spaces on other properties owned by or under the control of the developer, located within a zone which permits the proposed use(s), either

contiguous with or within five hundred (500') feet walking distance of a primary pedestrian entrance to the site being developed.

(c) A combination of alternates (a) and (b), acceptable to the Borough Council.

If off-street parking requirements are not met as provided above, the developer must contribute to a fund dedicated by the Borough for the purpose of constructing public parking facilities within the Seaport Redevelopment Area. . The amount of the contribution will be determined by the following formula:

$$\begin{aligned} & \text{Total number of public surface parking spaces} \times \text{construction cost per space} \\ & \text{Plus} \\ & \text{Total number of public structured parking spaces} \times \text{construction cost per space} \\ & \text{Divided by the total number of surface and structured parking spaces} \\ & = \text{Cost per public parking space available for allocation to private redevelopment projects} \\ & \times \text{number of spaces required for redevelopment project.} \end{aligned}$$

EXAMPLE:

$$\begin{aligned} & 406 \text{ surface parking spaces} \times \$4,500 \text{ per space (inclusive of land costs)} = \$1,827,000 \\ & + \\ & 238 \text{ structured parking spaces} \times \$10,000 \text{ per space (no land costs needed)} = \$2,380,000 \end{aligned}$$

$$\text{Total Public Parking Cost} = \$4,207,000$$

$$\text{Cost per parking space} = \$6,553$$

For redevelopment project of a 5,000 sf restaurant at street level, 5,000 sf office on second floor and 2 apartments on the third floor: Parking requirement = 20 spaces (restaurant), 15 spaces (office) and 4 spaces (residential), With 50% shared parking for restaurant and residential, 12 spaces of office requirement are shared and the other 12 (10 for restaurant and 2 for residential) must be provided. Total parking requirement = 15 spaces + 12 spaces, or 27 spaces.

$$\text{Total contribution to Borough Parking Fund} = 27 \text{ spaces} \times \$6,553, \text{ or } \$176,931.$$

To the extent that the overall cost of public parking is defrayed by funds raised through the Revenue Allocation District, the contribution formula may be adjusted accordingly by the Borough Council

5.0 IDENTIFICATION OF PROPERTY FOR ACQUISITION & REDEVELOPMENT

5.1 Identification of Redevelopment Parcels

The Belmar Seaport Redevelopment Area has been divided into 16 Redevelopment Parcels, as shown on the Belmar Seaport Concept Plan. Of the 16 parcels, Parcel 1 is the Seaport Plaza, Parcels 10, 14 and 16 are the three additional municipal surface parking lots, leaving 12 redevelopment parcels for the permitted uses listed in Section 4.0 above.

5.2 Identification of Rehabilitation and Redevelopment Requirements

All of the buildings currently within Parcel 1 (Seaport Plaza) are designated for clearance, with the exception of the Belmar Municipal Complex, the Elks Club on Lot 11 and the adjacent residence on Lot 12. Parcels 2 through 16 contain some buildings or sites that are designated for rehabilitation and others that are designated for redevelopment as follows:

Parcels With Buildings To Be Rehabilitated:

- Parcel 2: Rehabilitate or redevelop Pied Piper Building site and reconstruct site improvements facing Seaport Plaza and riverfront, including riverfront walkway and landscaping;
- Parcel 3: Reconfigure parking and landscaping to integrate with Seaport Plaza. Encourage facade alterations to incorporate Seaport architectural theme using low interest loan pool financing and short-term property tax incentives;
- Parcel 5: Rehabilitate site with landscaping, lighting and pedestrian walkways. Modify building entrances, if necessary to orient toward Seaport Plaza, including outdoor dining areas near pedestrian walkways;
- Parcels 7/8: Rehabilitate and integrate existing restaurant, fish market and adjacent residence into consolidated and expanded restaurant and seafood market or other use permitted in Section 4.0 of this Plan. Rehabilitate site with landscaping, lighting and pedestrian walkways, including riverfront walkway, in accordance with the pedestrian access easements indicated on the Seaport Conceptual Plan;
- Parcel 12: Rehabilitate, consolidate and expand existing building professional office (former VFW building) consistent with Seaport architectural design standards. Rehabilitate site with landscaping, lighting and pedestrian walkways.

Supplementary Rehabilitation Provisions:

Existing commercial properties within the Seaport Redevelopment Area which are not recommended for redevelopment may be rehabilitated and expanded, provided such rehabilitation and expansion is for uses permitted pursuant to Section 4.0 of this Plan and consistent with Seaport architectural design standards. Such rehabilitation is subject to site plan approval of the Planning Board and must include landscaping, lighting and pedestrian walkways where appropriate.

Existing residences east and west of Main Street within the Seaport Redevelopment Area that are not recommended for redevelopment may be rehabilitated into a Bed and Breakfast Guest House or Inn or converted for uses permitted pursuant to Section 4.0 of this Plan. Such rehabilitation is subject to site plan approval of the Planning Board and must include landscaping, lighting and pedestrian walkways where appropriate.

Freestanding barns and detached garages may be rehabilitated for uses permitted pursuant to Section 4.0 of this Plan. Such rehabilitation is subject to site plan approval of the Planning Board and must include landscaping, lighting and pedestrian walkways where appropriate.

Parcels Designated for Redevelopment:

Other than the Seaport Plaza, the following Parcels are designated for redevelopment, including the clearance of existing buildings and the construction of new buildings in accordance with the Seaport architectural design standards for uses permitted in Section 4.0 of this Plan:

Parcel 4: Consolidate parcel with portions of Sixth Avenue right-of-way to be vacated. Clear existing one story masonry building and small one story vacant frame building. Redevelop with new commercial building(s) for one or more uses permitted in Section 4.0 of this Plan. Redevelop site with landscaping, lighting and pedestrian walkways in accordance with the pedestrian access easements indicated on the Seaport Concept Plan;

Parcel 6: Clear one story masonry used car garage. Redevelop with new building(s) for one or more uses permitted in Section 4.0 of this Plan. Redevelop site with landscaping, lighting and pedestrian spaces;

Parcel 6A If necessary to effectuate the purposes of this Plan, the parking lot on Parcel 5, shown as Parcel 6A on the Concept Plan, is identified for acquisition as part of Parcel 6. The parking for the building to be rehabilitated on Parcel 5 would be replaced through the public parking to be developed within the Seaport Redevelopment Area.

- Parcel 8: Reconfigure Parcel as shown on the Redevelopment Parcel Map of this Plan. Redevelop site with landscaping, lighting and pedestrian walkways in accordance with the pedestrian walkway system indicated on the Seaport Concept Plan, including riverfront public plaza and landscaping;
- Parcel 9: Develop new commercial or mixed-use building with Seaport architectural design standards. Rehabilitate site with landscaping and lighting;
- Parcel 10: Construct surface parking lot of approximately 75 spaces, inclusive of appropriate lighting and landscaping improvements;
- Parcel 11: Redevelop new commercial building on parking lot portion of senior apartment building and replace parking along one-way road parallel to rail right of way.
- Parcel 13: Redevelop new commercial or mixed-use building consistent with Seaport architectural design standards
- Parcel 14: Construct municipal surface parking lot for approximately 46 spaces with appropriate lighting and landscaping improvements.
- Parcel 15: Rehabilitate or redevelop existing building for uses permitted in this Plan.
- Parcel 16: Construct municipal surface parking lot for approximately 15 parking spaces with appropriate lighting and landscaping improvements.

6.0 RELOCATION PLAN FOR RESIDENTS AND BUSINESSES

The overall relocation strategy for this Redevelopment Plan will be for the retention of any business conforming to the land uses set forth herein. Any business that must be relocated as a result of the use of Eminent Domain powers to implement this Plan and is unable to find satisfactory space in another location within the Seaport Redevelopment Area will be compensated in accordance with the Workable Relocation Assistance Plan that will be filed with the New Jersey Department of Community Affairs.

Any such business that is determined to be incompatible with the land uses and/or development requirements of this Plan will be compensated for reasonable relocation expenses to a site outside the Redevelopment Area in accordance with the Workable Relocation Assistance Plan.

In general, this Plan does not project the need to relocate any business or household located in a building that is recommended for rehabilitation. Any business or household located within a building designated for redevelopment in this Plan will become eligible for relocation assistance

at the time of the filing of the declaration of taking by the Borough Council, acting as the Redevelopment Entity, and will be referred to the Relocation Assistance Officer appointed by the Borough. If the dwelling unit is owner-occupied and is part of a redevelopment parcel included in a redeveloper agreement, the redeveloper agreement shall include a provision that relocation expenses pursuant to the Workable Relocation Assistance Program be paid to the owner at the time of closing, or in the case of condemnation proceedings, between the filing of the declaration of taking and the issuance of demolition permits to the redeveloper.

If condemnation is not required for the purposes of acquiring and assembling redevelopment parcels, the costs of relocation, if any, shall be negotiated as part of the transfer of the property from the owner to the redeveloper in the same manner as with ordinary real estate transactions.

6.1 Estimation of Relocation

Based on current occupancy, the total estimated need for relocation in order to implement the Seaport Redevelopment Plan would be 4 businesses.

The estimated business relocation is expected to occur from buildings located on the following properties, if such buildings are occupied at the time of acquisition:

Block 56, Lot 1;

Block 56, Lot 4;

Block 55; Lot 12;

Block 85; Lots 9 & 10;

In the event that relocation of residential households becomes necessary due to an acquisition action by the Borough, the Borough's Relocation Officer will determine the condition of the dwelling unit to be vacated and the rent paid by the household and assist the household in locating a dwelling unit of equal or superior condition at the same monthly rental as the unit to be vacated. Replacement dwelling units shall be within the Borough, if equivalent dwelling units are available. If equivalent dwelling units are not available within the Borough, reasonable compensation to enable relocation outside the Borough shall be provided in accordance with the Workable Relocation Assistance Plan.

In the event that relocation of businesses becomes necessary due to the condemnation process, the Borough, through its Economic Development Coordinator, will work with local commercial realtors to find suitable space for permitted uses in an alternative location within the Borough. Available vacant space in existing buildings will be investigated first. If no suitable space is available, the business may be compensated for any additional expense to move to a site outside the Borough in accordance with a Workable Relocation Assistance Plan.

7.0 RELATIONSHIP OF REDEVELOPMENT PLAN TO MASTER PLANS OF CONTIGUOUS MUNICIPALITIES, COUNTY MASTER PLAN AND STATE DEVELOPMENT AND REDEVELOPMENT PLAN

The Belmar Planning Board will likely adopt the Belmar Seaport Redevelopment Plan as a Subelement of the Belmar Master Plan. The Municipalities sharing boundaries with Belmar are the Borough of Avon, the Borough of Neptune City and the Township of Neptune (across the Shark River), Township of Wall, the Borough of South Belmar and the Borough of Spring Lake. Portions of Avon, Neptune Township and Neptune City do not directly abut the Borough of Belmar, however, lie opposite Belmar along the Shark River Inlet, while Wall Township is adjacent to the south and west, South Belmar is due south and Spring Lake is adjacent along the oceanfront to the south.

Of the municipalities listed above, the Seaport Redevelopment Plan affects only those along the Inlet. Those municipalities, specifically, Avon, Neptune Township and Neptune City are addressed individually below. Essentially, the present land use patterns of those municipalities across the Shark River Inlet are consistent with the proposed Seaport land uses. Further, those municipalities already catering to a seasonal clientele will realize even greater economic opportunity with the development of the Seaport.

Avon Borough

The Borough of Avon extends from the oceanfront along the Shark River Inlet to the south side of Route 71 (Main Street). The land uses in Avon and Belmar essentially mirror each other, except that the beachfront uses in Belmar are more intensively commercial with residential uses taking over west of the second inland block and extending almost all the way to Main Street (Route 71), while residential uses predominate in Avon all the way to Ocean Avenue. Commercial uses are permitted along both sides of Route 71 in Avon, and currently include marina and boat yards, which are also encouraged within the Seaport Redevelopment Plan.

The Master Plan and land use regulations for Avon emphasize the preservation of residential neighborhoods. The Seaport Redevelopment Plan encourages visitor-oriented uses that extend the summer tourist season into the spring and fall. The enhanced restaurant, entertainment and specialty retail uses at the Seaport are likely to attract Avon residents and may benefit seasonal Avon businesses along Route 71 that rely on through traffic for their customer base.

Avon is constructing streetscape improvements to Route 71, including a center landscaped median and brick paver sidewalks, which will enhance the Borough's downtown and provide an attractive gateway to the Belmar Seaport from the north.

Neptune City

Neptune City is a fully developed municipality with the predominant land use being residential. The City has frontage on the Shark River Inlet across from the Borough of Belmar. While the City of Neptune is largely a residential community, there are beaches as well as some commercial uses presently located along the Shark River waterfront. The Seaport Redevelopment area will provide a unique opportunity for residents of Neptune City and will be compatible with the existing land uses along the Inlet.

Neptune Township

The Land Use Element of the Neptune Township Master Plan includes a comparison study of the land uses of adjacent municipalities. When addressing the Borough of Belmar, the following statement is made *"The Borough of Belmar abuts the Township of Neptune on the eastern side of Route 35 in the vicinity of the southern Shark River Island. The commercial and marina uses in Belmar are compatible with the existing townhouse, marina and restaurant development of the Shark River Island"*. Commercial land uses in Neptune Township abutting the Shark River are located primarily in the Commercial Service Zone.

Future commercial development in the Seaport area will be consistent with the existing marina and restaurant development in Neptune Township. The creation of the Seaport as a destination point will increase economic viability of the commercial districts in those municipalities, such as Neptune Township, surrounding the Seaport that already cater to a seasonal clientele. In addition, the new high-span bridge over the Shark River will include a separate pedestrian/bicycle path, which will afford convenient non-vehicular access to the Seaport and Marina to the residents of Shark River Island.

Monmouth County Growth Management Plan

Monmouth County last adopted a Growth Management Guide stating goals, objectives and policies in December of 1995. Goals identified under economic development include promoting managed growth by providing a suitable long-term economic climate and preserving and enhancing the quality of life in Monmouth County for the attraction of new businesses and the retention of existing businesses. Objectives identified include supporting activities which provide a high quality of life for Monmouth County residents in addition to contributing to the local economy and promoting the development and support of businesses that keep money circulating within the county, increase capital flowing into the county and provide long-term employment opportunities. Other goals identified in the Growth Management guide include preserving the valuable historic, cultural, natural and scenic resources of Monmouth County.

The Redevelopment Plan will boost the local economy by attracting new and current residents, visitors and businesses to the Seaport and complement the Borough's planned expansion of the Belmar Marina to accommodate approximately 73 transient boat slips for visiting boaters. Consequently, jobs will be created and the economy will be revitalized through the unique opportunities created by redevelopment. The Seaport will be an identifiable place that attracts boaters, pedestrians and cyclists, given the connection to the waterfront will not be auto-dependent. Through economic revitalization and the creation of a unique destination point, the Seaport Redevelopment will enhance the overall quality of life in Monmouth County.

While we have cited limited goals and objectives in this consistency review, we have identified those goals and objectives that will be furthered by the Seaport Redevelopment. Because the Seaport Redevelopment will contribute not only to the economic vitality of the Borough of Belmar but surrounding municipalities and the County at large, the Redevelopment Plan is consistent with the goals, objectives and policies stated in the Monmouth County Growth Management Guide.

State Development and Redevelopment Plan

The Borough of Belmar is designated as a Planning Area 1 or Metropolitan Planning Area in the State Development and Redevelopment Plan. The State Plan identifies the typical New Jersey town in this Planning Area as a relatively self-sufficient community with a mixed-use core commercial district that provides limited regional commercial, institutional, cultural and transportation opportunities. All of the aforementioned are available in the Borough of Belmar and the Seaport Redevelopment encourages the continued provision of same by increasing economic vitality.

The Seaport Redevelopment Plan anticipates both the designation of Belmar as an Existing Town Center pursuant to the Monmouth County Cross Acceptance Report, Map Amendment #41, and the 80% maximum impervious surface standard in the proposed CAFRA rules for Coastal Towns. The development design standards in this plan are mindful of and consistent with the proposed CAFRA rules relating to impervious coverage. As well, the mixed-use, Transit Village styleland uses and commercial development contemplated for the Seaport are consistent with the type of development in the Planning Area 1.

The Seaport Redevelopment Plan is in conformance with the State Development and Redevelopment as well as the Monmouth County Cross Acceptance Report.

8.0 DESIGN CRITERIA & REQUIRED IMPROVEMENTS TO THE PUBLIC ENVIRONMENT

In addition to the land use and building requirements that are integral to the Seaport Redevelopment Plan, the visual identity of the Seaport as defined by a physical design vocabulary is critically important to creating a sense of “place”. The early sections of this Plan describe the vision for the Seaport as being like a New England fishing town. The building requirements enable the village style development that emphasizes pedestrian circulation, provides for a central commons (the Seaport Plaza). These Design Standards are intended to implement the visual components of the Seaport and have been categorized into Streetscape, Riverfront and Architectural standards as follows below.

8.1 Streetscape

The Seaport streetscape will consist of a number of physical design elements as follows:

1. Ground surfaces;
2. Lighting;
3. Street trees and planters;
4. Street furniture (benches, street clocks, kiosks, trash receptacles, etc.);
5. Bicycle facilities;
6. Street graphics (wayfinding signage, pathway signage, street identification signage, festive banners, etc.);
7. Traffic control (signage and signals).

The complete implementation of the Seaport streetscape will include the relocation of utilities underground. This objective will be accomplished in three ways:

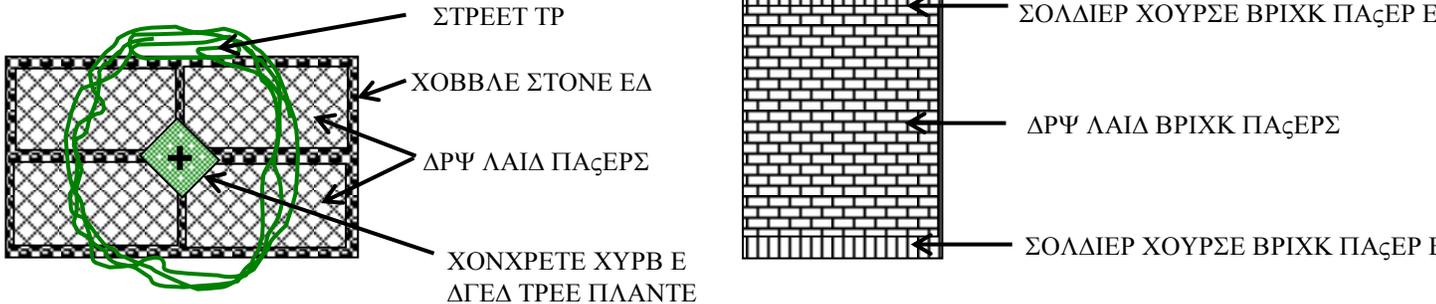
1. As part of the construction of the Seaport Plaza;
2. As part of the construction of the Riverfront Walkway and Marina rehabilitation;
3. As part of the redevelopment of private property, where necessary and appropriate.

The pathway linkages between the Seaport, Marina, core downtown, etc. should be integrated through the use of common street graphics, lighting and ground surfaces to the greatest extent possible.

Ground Surfaces

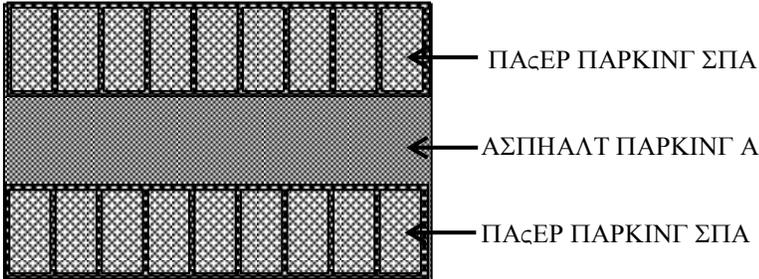
Sidewalks, pedestrians walkways, plazas and crosswalks within the Seaport District are to be dry laid brick pavers with soldier brick edges or an equivalent paving surface approved by the Planning Board as part of site plan approval.

The Seaport Plaza is proposed to have parking aisles of asphalt, but with parking sections of dry laid brick pavers edged with dry laid rectangular cobble pavers set horizontally as depicted at left.



ΣΕΑΠΟΡΤ ΠΛΑΖΑ ΠΑΡΚΙΝΓ ΣΠΑΧΕ & ΤΡΕΕ ΠΛΑΝΤΕΡ ΔΕΤΑΙΛ

ΣΙΔΕΩΔΑΚ - ΧΡΟΣΣΩΔΑΚ ΠΑÇΕΜΕΝΤ ΔΕΤΑΙΛ



ΣΕΑΠΟΡΤ ΠΛΑΖΑ ΠΑÇΕΜΕΝΤ ΔΕΤ
Α Τ Α



Lighting

Lighting for Streetscapes and along the Riverfront will be at two height levels: low level, at about 30 inches above the ground, and medium level, about 15 feet above the ground. The low level lighting will be expressed in lighted bollards and the medium level lighting will be expressed with decorative fixtures on freestanding poles. It is proposed that the bollards and light standards be selected to extend the lighting design used at the Belmar Beachfront, Belmar Marina and adjacent public spaces.

Street Trees & Planters

The Seaport Redevelopment Plan calls for a generous planting of street trees within the Plaza Area and along the pedestrian walks. Where space permits, such as where pedestrian walks widen into entrance plazas to individual buildings, seat wall planters are recommended using brick faced seat walls and plantings of seashore (bayberry, beach plum, primrose, and appropriate rose varieties) or complementary plant material such as hibiscus and appropriate varieties of ornamental grasses. Street trees should be light- foliated medium sized shade trees such as green ash, honeylocust and scholartree (sophora japonica) in order to provide shade and canopy without unnecessarily blocking views and signage. Shade trees will be integrated into the Seaport Plaza parking design through the use of diamond planters raised to curb height at the intersection of every third parking stall within a double sided row.



Planter Seat Wall (Typ)

Street Furniture

Street furniture for the Seaport Redevelopment Area should be selected to complement the other design elements and be compatible with the overall seaport/seashore theme. Street furniture anticipated to be used will include benches, kiosks, at least one prominently located clock or clock tower, and trash receptacles. This Plan recommends a style for these design elements that suggests a modern interpretation of a traditional period, as was shown in the conceptual illustrations of the lighting elements above.

Suggested examples taken from various manufacturers are provided in the Appendix of this Plan.

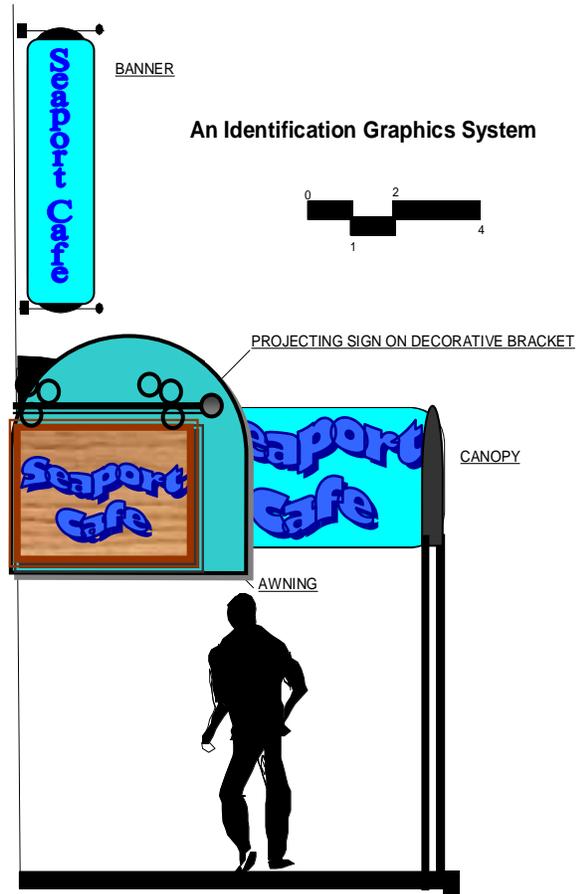
Bicycle Facilities

One of the objectives of the Seaport is to encourage access by pedestrians and bicyclists. It is therefore important to provide ample opportunities to park and secure bicycles so that people will feel comfortable leaving their bike to roam around the Seaport and patronize its businesses. There are a number of different type bicycle storage racks and lockers available for use. Generally, the traditional long metal picket rack is the least expensive to obtain, but is somewhat obtrusive in confined spaces. Similarly, the popular ribbon racks are fairly large and visible in the landscape. However, there is a type of concrete rack that consists of grooved concrete which

receives the bicycle wheels and which includes metal loops for securing the bicycle with a chain. These racks lie flat on the ground and can be clustered out of principal pedestrian pathways to minimize any safety concerns.

Street Graphics

Street graphics are expected to include: wayfinding signage, pathway signage, identification signage and festive banners, etc. Wayfinding signage will be used to direct pedestrians and motorists to the major destinations (Seaport Plaza, Seaport Parking Deck, Belmar Marina, Riverfront Walkway, Municipal Building, etc.) This signage should be uniform in design and include the logo for the Seaport with either directional arrows or text such as "Next Right". The size of wayfinding signage should vary with the context (e.g., larger signs for motorists and smaller signs for sidewalks, footpaths, etc.). Pathway signage is meant to inform and guide pedestrians and bicyclists much the same as traffic signs guide motorists. Such pathway signage would mark the crosswalks, warn of hazards and instruct as to rules such as "bicycles must yield to pedestrians".



Identification signage is perhaps the most difficult element of the street graphics system because it affects private property and business owners. However, if the Seaport is going to be perceived as a cohesive district, it is important that the identification signage be coordinated as to size, location, materials and type. For the purposes of this Plan, the approach to identification signage should be similar to that taken in standards for historic districts so that inconsistent, modern internally illuminated sign boxes do not compromise the appearance of the Seaport.

Depending on the distance between the building facade and the public walkway, identification signs may be a combination of not more than two types (freestanding, projecting and wall mounted), subject to site plan approval by the Planning Board. Freestanding signs must be ground-mounted (no pylon or pole) and not higher than eight feet or wider than four feet. Two freestanding signs must not be located within twenty feet of

each other on the same side of the street. Projecting signs are limited to twelve square feet and must be made from solid materials, including carved wood or engraved metal. Signage design

is encouraged to be creative and unique to the establishment (examples are provided in the Appendix). Wall mounted identification signage must also be designed to fit within the architecture of the building and may not employ illuminated sign boxes with plastic faces. Facade signs will be limited to 5% of the facade area or 20 square feet, whichever is less and should also use carved wood or engraved metal surfaces, although individual letter signs may be permitted at the discretion of the Planning Board if consistent with the architectural style of the building.

To the extent that it is appropriate to the architectural style of a building, identification signage will be permitted on awnings, canopies and facade mounted banners, as well as professionally executed, appropriately sized lettering on glass doors and storefront windows (see examples in Appendix).

8.2 Riverfront

The design guidelines along the riverfront are intended to integrate the design elements of the Riverfront Walkway with the site improvements planned on private properties that front on the Shark River Inlet. To the extent that specific design elements, such as lighting, pavements and graphics (banners, logos and signage) are used in both the streetscape and the riverfront spaces within the Seaport Redevelopment Area, they will be based on these Design Guidelines to ensure consistency and to communicate the Seaport visually as a unique district.

8.3 Architectural

In addition to the height and bulk requirements of this Redevelopment Plan, the following architectural design guidelines shall apply:

1. Architectural styles used in rehabilitation of existing buildings and redevelopment of new buildings must be compatible with the Seaport's village theme (e.g. Seashore Colonial or Victorian), although strict compliance with authentic architectural detailing will not be required where, in the discretion of the Planning Board, another architectural style is more appropriate or desirable. Architectural styles must not be mixed on the same building and existing buildings with historic architectural value should be rehabilitated with exteriors restored consistent with their original architectural style.
2. All roofs, except when serving as the top deck of a parking structure, will be required to have a minimum slope of 30 degrees.

3. The use of roof treatments, such as dormers with a minimum slope of 22 degrees, scalloped parapets, multiple gable rooflines, cupolas, etc. is specifically encouraged to add visual interest to new and rehabbed buildings.
4. The use of detailing such as window shutters on upper floors, small paned storefront windows and entrance door side windows or decorative framing is recommended and encouraged where appropriate to the architectural style.
5. The architectural design standards of this Section shall be applied to all sides of a building that faces a public walkway, including the Riverfront Walkway, and coordinated with the standards set forth in Section 8.2 of this Plan.

9.0 IMPLEMENTATION TOOLS

9.1 Financial Incentives

The Borough will be progressive in the use of long and short-term property tax incentives through tax agreements when in the mutual interest of a redeveloper and the Borough. The Borough will also use grant and loan programs and property tax incentives to encourage rehabilitation of private property consistent with the uses and design standards of this Plan.

To the extent that the Borough is eligible for grant funds for public improvements necessary to facilitate a redevelopment project, the Borough will take a proactive approach toward securing those funds.

9.2 Revenue Allocation District

The Seaport Redevelopment Plan hereby provides for the creation of a Revenue Allocation District (RAD) for purposes of financing eligible redevelopment projects and activities pursuant to the Revenue Allocation District Financing Act (N.J.S.A. 40A:12A-64, et. seq.). The Revenue Allocation District boundaries shall be congruent with the boundaries of the Seaport Redevelopment Area as designated by resolution of the Belmar Borough Council. The District Agent shall be the Borough Council unless otherwise designated by separate ordinance or resolution of Borough Council, as set forth in Section 17 of the Act.

It is expected that the revenues of the Seaport RAD will include:

- A. Tax increments from properties within the District;
- B. Payments into the Borough Parking Fund as part of the parking requirements of new redevelopment projects;
- C. Incremental revenue from lease payments made to the municipality or district agent with respect to property located in the district, including licensing fees and leases for the legal operation of vendor carts.
- D. Incremental revenue from payments in lieu of taxes or service charges with respect to property located within the district;
- E. Incremental revenue from parking taxes derived from parking facilities located within the district;
- F. Admissions and sales taxes received from the operation of a public facility which the district agent is authorized by law to retain;

- G. Parking revenue from public parking facilities built as part of a project except for public parking facilities owned by parking authorities pursuant to the "Parking Authority Law," P.L.1948, c.198 (C.40:11A-1 et seq.);
- H. Assessments as allowed by law that are levied against properties in a district, if consented to by the governing body of the municipality in which the district is situated.

Anticipated redevelopment projects and activities for which the use of RAD revenues are anticipated are:

- A. Acquisition of private properties and construction of Seaport Plaza;
- B. Acquisition of land and construction of parking on Parcels 10, 14 and 16;
- C. Construction of Seaport Plaza Parking Deck;
- D. Public improvements, inclusive of:
 - a. Riverfront Walkway;
 - b. Lighting, streetscape and landscape improvements;
 - c. Gateway plaza on Parcel 8;
 - d. On-street parking improvements to numbered avenues.

9.3 Redevelopment Powers

Sensitive use of redevelopment powers includes the exercise of the taking of property by eminent domain carefully and reluctantly as a last resort, when the underlying public purpose for redeveloping a parcel in accordance with this Plan will be compromised by a failure to act on the part of the Borough. The underlying public purpose specifically includes the acquisition of right-of-way for the construction of parking or other infrastructure required to implement this Redevelopment Plan; and the consolidation of property required to provide adequate land area for new development, as required to implement this Redevelopment Plan. Any property owner from whom property is acquired through the eminent domain process will be compensated based on fair market value of the property in accordance with applicable law.

One of the redevelopment policies of the Borough is that the present owners of property in designated redevelopment parcels be given every opportunity to participate in the redevelopment program through the reinvestment, rehabilitation, and/or redevelopment of their properties in accordance with the land uses, building and design requirements of this Plan. To that end, the present property owners of properties within an affected redevelopment parcel are encouraged to present their own proposals for redevelopment in accordance with this Plan.

10.0 SELECTION OF REDEVELOPERS & CERTIFICATION OF PROJECT COMPLETION

The process of selecting a redeveloper to undertake a redevelopment parcel identified in this Redevelopment Plan will require the following steps:

1. Prepare a Request For Qualifications (RFQ) to include, at a minimum, the following information:
 - a. Description of the redeveloper entity, including type of company or partnership, disclosure of ownership interest, list of comparable projects successfully completed, list of references with name, address and phone information, list of any general or limited partners, and financial profile of the redeveloper entity.
 - b. Description of proposed use for each redevelopment parcel to which the prospective redeveloper is responding, including anticipated buildout analysis of the site and overall approach to site development (regulatory process, use of contractors and subcontractors, etc.)
 - c. Anticipated construction schedule, including estimated pre-construction time period to secure permits and approvals once granted final site plan approval by the Borough.
2. Selection of a redeveloper for one or more redevelopment parcels with which to enter into exclusive negotiations. This redeveloper will receive a designation as the Conditional Redeveloper for the parcel subject to the successful negotiation and execution of a redeveloper agreement with the Borough of Belmar within 12 months of conditional designation. The Borough may grant an extension to the negotiation period of six months or terminate the conditional redeveloper designation and repeat the process with another redeveloper.
3. The Borough may, at any time, entertain an unsolicited proposal from a prospective redeveloper for redevelopment of one or more redevelopment parcels. The Borough will have the option of conferring conditional redeveloper designation to such a redeveloper or putting out an RFQ to solicit interest from other potential redevelopers for one or more of the parcels, subject in either case to the completion of Step 1 above prior to the execution of a redeveloper agreement.

A redevelopment project will be certified as being completed by the Borough upon final inspection and issuance of a certificate of occupancy by the Construction Official for all buildings and the release of all performance and maintenance bonds for improvements by the

Borough Council. The Agency will issue a Certificate of Completion to the redeveloper, which will release the redeveloper from any further obligations under the redeveloper agreement for that project.