A Neighborhood Center for Midtown





The West Lake Avenue Redevelopment Plan

Prepared for:

Township of Neptune
Monmouth County, New Jersey

LEON S. AVAKIAN INC.
CONSULTING ENGINEERS

Jennifer C. Beahm, PP, AICP
License No. 05625

Credits

NEPTUNE TOWNSHIP COMMITTEE

Kevin McMillan, Mayor Derel

Stroud, Deputy Mayor

Bryan Acciani

Tassie York

Robert Lane Jr.

James Manning, Business Administrator

Lester Taylore, Esq., Township Attorney

Leslie Park, Township Attorney

NEPTUNE TOWNSHIP PLANNING BOARD

Bishop Paul Brown, Chairperson

Dyese Davis, Vice Chairperson

Bryan Acvciani

Patrick Gilliam

Richard Culp

Lisa Boyd

Stephanie Oppegaard

Roslyn Hart-Steverson

Robert Lake Jr,

Richard Ambrosio

Mark Kitick, Esq., Board Attorney

Peter Avakian, P.E., Board Engineer

Jennifer Beahm, P.P., AICP

Heather Kepler, Administrative Officer



Table of Contents

Introduction 1

History and Background 1

Consistency with the Neptune Strategic Revitalization Plan 1

Consistency with Smart Growth and the State Plan 2

Redevelopment Plan Area 3

Statutory Requirements 6

Redevelopment Plan Objectives 6

Redevelopment Plan 7

Land Use Plan 7

Core Design Concepts 9

Conceptual Design Plan 11

Plan Implementation and Phasing 11

Relationship to Definite Local Objectives 13

Master Plan 13

Relationship of Plan to the Township's Land Development Ordinance 14

Proposed Land Uses and Building Requirements 14

Intent and Purpose 14

Permitted Uses 14

Basic Requirements 14

Waivers 17

Relocation 17

Property to Be Acquired 18

Plan Relationships 18

Neptune Township Master Plan 18

Adjacent Municipalities 18

Administrative and Procedural Requirements 20

Amending the Redevelopment Plan 20

Duration of Plan 20

Conveyance of Land 20

Redeveloper Selection 20

Development Review Process 20

Preliminary Design Review 20

Planning Board Review 20

APPENDIX A 22

Permitted Uses 22

Accessory Uses 24

Prohibited Uses 24

APPENDIX B 25

Introduction

History and Background

Over seven years ago Neptune Township officials responded to pleas from Midtown residents, business owners, and property owners to address issues of blight, safety, and the overall quality of life in their community. Since that time, the Township has worked with community based groups, secured grants, prepared studies, revised the zoning in the Midtown area and undertaken a variety of projects in the area. During this entire time period the Township has been guided by community concerns for a suitable quality of life that will enhance both their neighborhoods, while benefiting the entire Township.

At the same time, Township and Midtown community leaders have realized the problems they faced in revitalizing certain areas of Midtown, particularly along the portion of West Lake Avenue east of Route 35 to the Asbury Park border. This area has experienced almost four decades of disinvestment and economic and physical decline. The general consensus was that to address these problems, more significant public action and involvement would be necessary. In careful consideration of all available options, the Township has determined that using the redevelopment powers provided to municipalities by the Local Redevelopment and Housing Law (LRHL) is the most effective way to revitalize West Lake Avenue. Accordingly, the Township Committee authorized the Planning Board to undertake a study to determine if the area qualified as being in need of redevelopment pursuant to LRHL and began preparing a comprehensive redevelopment plan for the area.

The West Lake Avenue Redevelopment Plan represents a new beginning for West Lake Avenue and the residents, business owners, and property owners in one of this important neighborhood in Neptune Township. The plan recommends specific steps that Neptune can take to create a vibrant, pedestrian-friendly "neighborhood center" for Midtown consisting of shops, offices, and restaurants, which will provide jobs, shopping opportunities, and services for West Lake and its surrounding neighborhoods.

The plan builds on the prior planning and consensus building efforts of the Township and the citizens of Midtown, including the Township Committee and Planning Board, Neptune Economic Development Corporation (NEDC), Midtown Neighborhood Empowerment Council, and the Midtown Urban Renaissance Corporation (MURC). In particular, it builds upon and refines the recommendations contained in the Midtown Neighborhood Master Plan, the Midtown Neighborhood Empowerment Plan, and the West Lake Avenue Improvement Area Architectural Design Guidelines, which were prepared by Mark Pavliv, AIA/NCARB, the Township's architectural consultant, in association with the Midtown Neighborhood Empowerment Council. In refining the recommendations contained in these documents, the intent is to build upon the community's vision, while recognizing the practical needs and market realities affecting potential redevelopers and property owners who will assist the community in the redevelopment of the area. In particular, attention was focused on building size and design, the type and distribution of uses, parking and circulation, as well as current market trends and redeveloper interest. The West Lake Avenue Redevelopment Plan encompasses the community's vision but is realistic in its approach with regard to the mix of uses, the size and configuration of buildings, and the ability to provide adequate parking and safe and efficient traffic circulation for the redevelopment area.

The plan also is designed to enhance the quality of life in the West Lake Avenue area. The redevelopment plan calls for the creation of new businesses and housing, cafes and shops, redesigned parks and open space and a public plaza. The plan envisions these new uses in a pedestrian-friendly environment, with an attractive streetscape, new street trees and landscaping, improved street lighting, decorative brick sidewalks with benches for pedestrians, well-marked pedestrian crossings, and outdoor cafes and dining areas. The plan also calls for more parking, improved traffic circulation, well-marked pedestrian street crossings, and more transportation options with taxi stands, bus shelters, and bikeways.

Consistency with the Neptune Strategic Revitalization Plan

The revitalization of West Lake Avenue into a new "neighborhood center" has been identified as a high priority and one of the "core concepts" of the Neptune Strategic Revitalization Plan (NSRP). As stated in the NSRP:

> *"A core concept of the plan also includes the revitalization and redevelopment of the West Lake area of the Township. The NSRP proposes a comprehensive approach to restore the commercial vitality of West Lake Avenue and create a new neighborhood center for the surrounding Midtown neighborhood. This would include new commercial and residential buildings as well as mixed-use structures." (NSRP, p. 7)*

In addition, the NSRP recognized past efforts of the Midtown Community to revitalize West Lake Avenue and recent successful efforts of the Township to target planning and infrastructure resources into the area:

> *"Revitalization efforts in the West Lake Avenue will build on the commitment and strength of local residents who want to create a new commercial and residential focal point for their community. The new senior housing project and proposed park are two elements of the Township's strategy of renewal and reinvestment. Public funding, including monies received by the Township for streetscape improvements and the recently awarded Smart Future Planning Grant, which will fund the development of a revitalization and redevelopment plan for the area will move the area further along towards full revitalization." (NSRP, p. 5)*

Consistent with the objectives of the NSRP and the expressed desires of the community, the primary purpose of the West Lake Avenue Redevelopment Plan is to create a new neighborhood center for the West Lake Avenue area of the Township and its surrounding residential neighborhoods. The new neighborhood center will include new office, commercial, and "mixed-use" commercial and residential buildings. This new neighborhood center will provide needed opportunities for shopping and services for the residents of the West Lake Avenue and surrounding Midtown neighborhoods, as well as new jobs and housing.

A critical objective of the Township has been and continues to be its effort to involve all citizens in the benefits of revitalization. This continues to be its objective in both the development of the West Lake Avenue plan and, more importantly, in its implementation. As such, the plan emphasizes the Township's support for local small businesses and residents through the provision of critically needed services, as well as business and home ownership opportunities in the redevelopment area.

The NSRP has called for the creation of the new Gateways of Neptune. One of the key objectives of the Gateways concept is to reconnect the Township's neighborhoods physically, economically, and socially with each other. The Gateways of Neptune also represent a gateway to the future, in which all Township residents benefit from the physical and economic revitalization of Neptune:

"…the plan is designed to reestablish the sense of community and create new opportunities for those who live, work, and visit our community as a result of reinvestment within Midtown and throughout the Township. The Neptune Strategic Revitalization Plan is not intended to drive people and businesses out of the Township but to reconnect them to the fabric of the community and in so doing provide them with an opportunity to participate in an economic rebirth of the Township." (NSRP, p. 1)

The West Lake Avenue Redevelopment Plan is consistent with these objectives and fulfills the Township's promise to its citizens to encourage full participation in the Township's economic and physical revitalization. The West Lake Avenue Redevelopment Plan, through the design concepts presented in the plan, is the first step in Neptune's efforts to reconnect and restore the fabric of its community.

Consistency with Smart Growth and the State Plan

The West Lake Avenue Redevelopment Plan also is designed to implement the principles of smart growth promoted by the State Development and Redevelopment Plan. In preparing the plan, the Township has used smart growth planning principles and sound planning in general—which recognizes the relationship of the West Lake Avenue corridor to surrounding land uses, neighborhoods, and building forms—as a basis for the planning and design principles presented in the plan. The recommendations are designed to be complementary to and supportive of other efforts of the Township to promote smart growth within the Township and effectuate the smart growth planning principles enumerated in the State Development and Redevelopment Plan (SDRP).

Smart growth is an approach to planning that directs new growth to locations where infrastructure and services are available, limits sprawl development, protects the environment, and enhances and rebuilds existing communities. The Office of Smart Growth (OSG) defines smart growth as "well-planned, well-managed growth that adds new homes and creates new jobs, while preserving open space, farmland, and environmental resources. Smart growth supports livable neighborhoods with a variety of housing types, price ranges and multi-modal forms of transportation." When applied as recommended by OSG, smart growth is epitomized by compact, transit accessible, pedestrian-oriented, mixed-use development and land uses. This is exactly the type of land use arrangement that is proposed in the West Lake Avenue Redevelopment Plan.

Adopted on March 1, 2001, the New Jersey State Development and Redevelopment Plan (SDRP) provides a comprehensive planning framework for the future of New Jersey, including the application of smart growth principles throughout the state. The SDRP lists the following principles of smart growth:

- Mixed land uses, including retail, jobs, and services in proximity to residences;
- Compact, clustered community design, with a vibrant downtown;
- Walkable neighborhoods;
- Distinctive, attractive communities offering a 'sense of place';
- Adequate open space, recreation, and scenic resource preservation;
- Future development strengthened and directed to existing communities using existing infrastructure;
- A variety of transportation options;
- Community and stakeholder collaboration in development decision-making;
- Predictable, fair, and cost-effective development decisions; and
- A range of housing choice and opportunity.

As is described in the following sections, each of these stated principles are incorporated into the West Lake Avenue Redevelopment Plan. In particular, the plan provides for a mix of land uses, including retail, jobs, and services in proximity to local residents; presents a clustered design with jobs, shopping, and services within reasonable walking distances to and from surrounding neighborhoods; creates a vibrant attractive downtown with a "sense of place" and community identity; provides a variety of transportation options, including bus and taxi services; increase housing choices; and was created as part of extensive community outreach process, with input from local residents, property owners, and business owners.

Through the adoption of its various planning documents, including its Strategic Revitalization Plan, Neptune Township has shown that it is committed to implement the smart growth planning principles recommended in the SDRP. The West Lake Avenue Redevelopment Plan builds on the Township's previous smart growth planning efforts and presents a land use-planning strategy that consistent with smart growth planning.



The plan envisions a new park and public plaza between Route 35 and Drummond Avenue. Possible design elements of these public areas could include formal landscaped terraces and sitting areas.

Redevelopment Plan Area

The area governed by the West Lake Avenue Redevelopment Plan includes all properties fronting on West Lake Avenue between Route 35 and the Township's border with Asbury Park. (See Figures 1 and 2.) In addition, Block 218.02, is included in its entirety. The three and one half block area includes intersections with three north/south streets, including Drummond, Fisher and Myrtle Avenues.

Properties included in the West Lake Avenue Redevelopment Plan including the following tax lots:

Block 602 Lots 13 through 15;
Block 603 Lots 1 and 2;
Block 605 Lots 1, 2, 43 through 47;
Block 606 Lots 13 through 15;
Block 610 Lots 11 through 14;
Block 611 Lots 1 and 38 through 41;
Block 614 Lots 1 and 2;
Block 615 Lots 3 through 5, 11 and 12.

According to tax records, there are a total of 97 individual tax lots in the area. However, many of these lots are contiguous lots under the same ownership. Taking into account lots under common ownership, there are currently 42 separate properties in the area.

The area consists of a mix of land uses, including commercial, residential, automotive, and public uses. Ten of the properties in the area are vacant. In addition, several of the existing buildings are unoccupied. Many of the vacant lots were formerly developed with residential or commercial buildings that were demolished. The Township owns eight (8) properties in the area, including the public park located on Block 218.02 and a number of properties acquired through tax foreclosure. The majority of the residential structures are single-family dwellings. A number of properties contain a mix of commercial and residential uses. A 42-unit senior citizen apartment complex was recently completed and is being occupied on the north side of West Lake between Fisher and Myrtle Avenues.

West Lake Avenue was, at one time, one of the premier commercial corridors of Neptune Township. Due to problems in public perception of the area dating from the late 1960's, the commercial sector of West Lake Avenue has declined substantially. Overall, the area now consists of primarily of underutilized and vacant properties. Some of the commercial establishments show signs of disinvestment and many buildings in the corridor are substandard.



The goal of the plan is create an active and vibrant neighborhood center with a variety of shopping and services along West Lake Avenue.



Street corners—where the sidewalk areas will be larger—offer opportunities to locate pedestrian amenities such as benches and sitting areas.

Figure 1: West Lake Avenue Redevelopment Plan
Neptune Township
Monmouth County, New Jersey

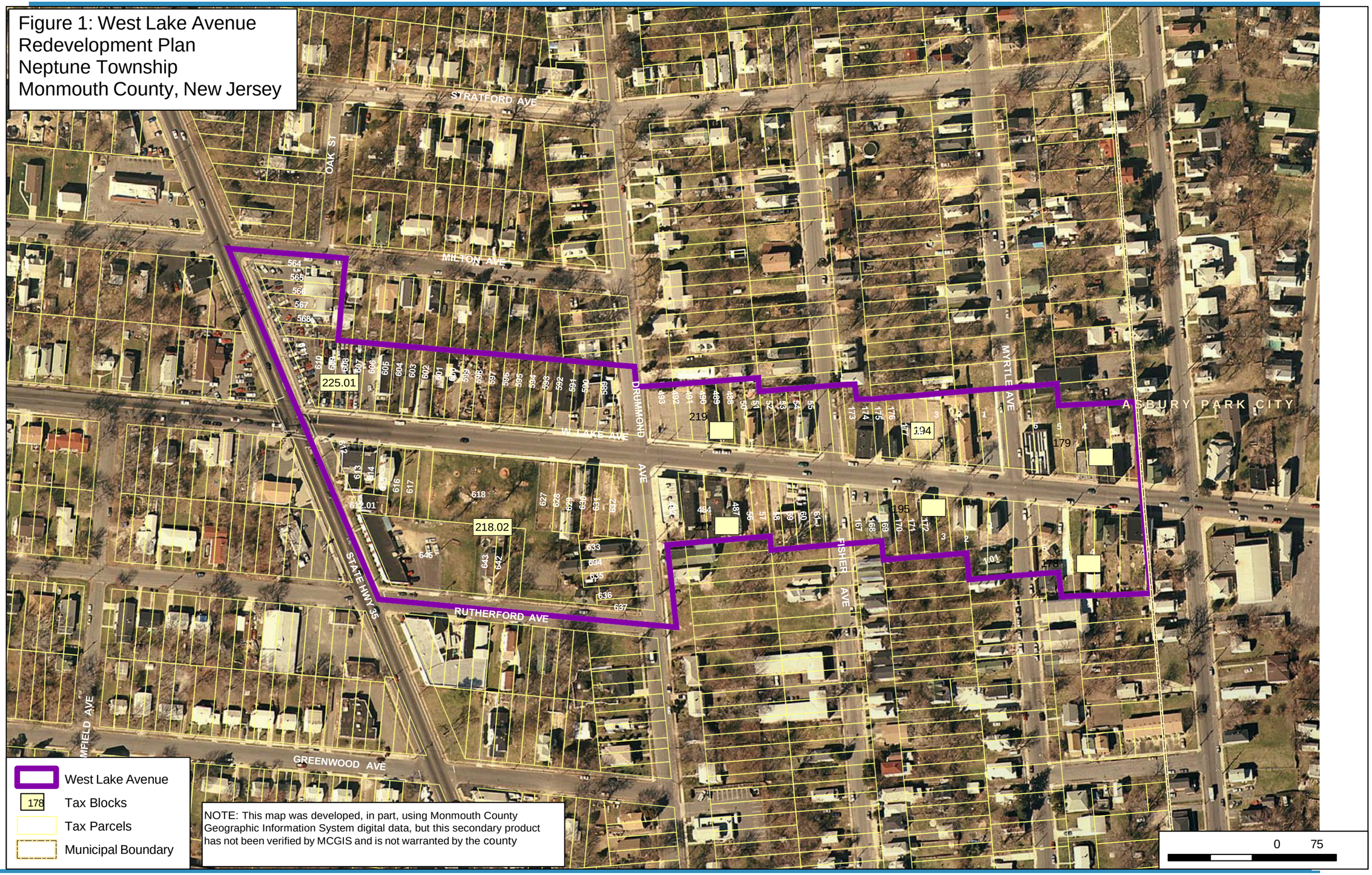
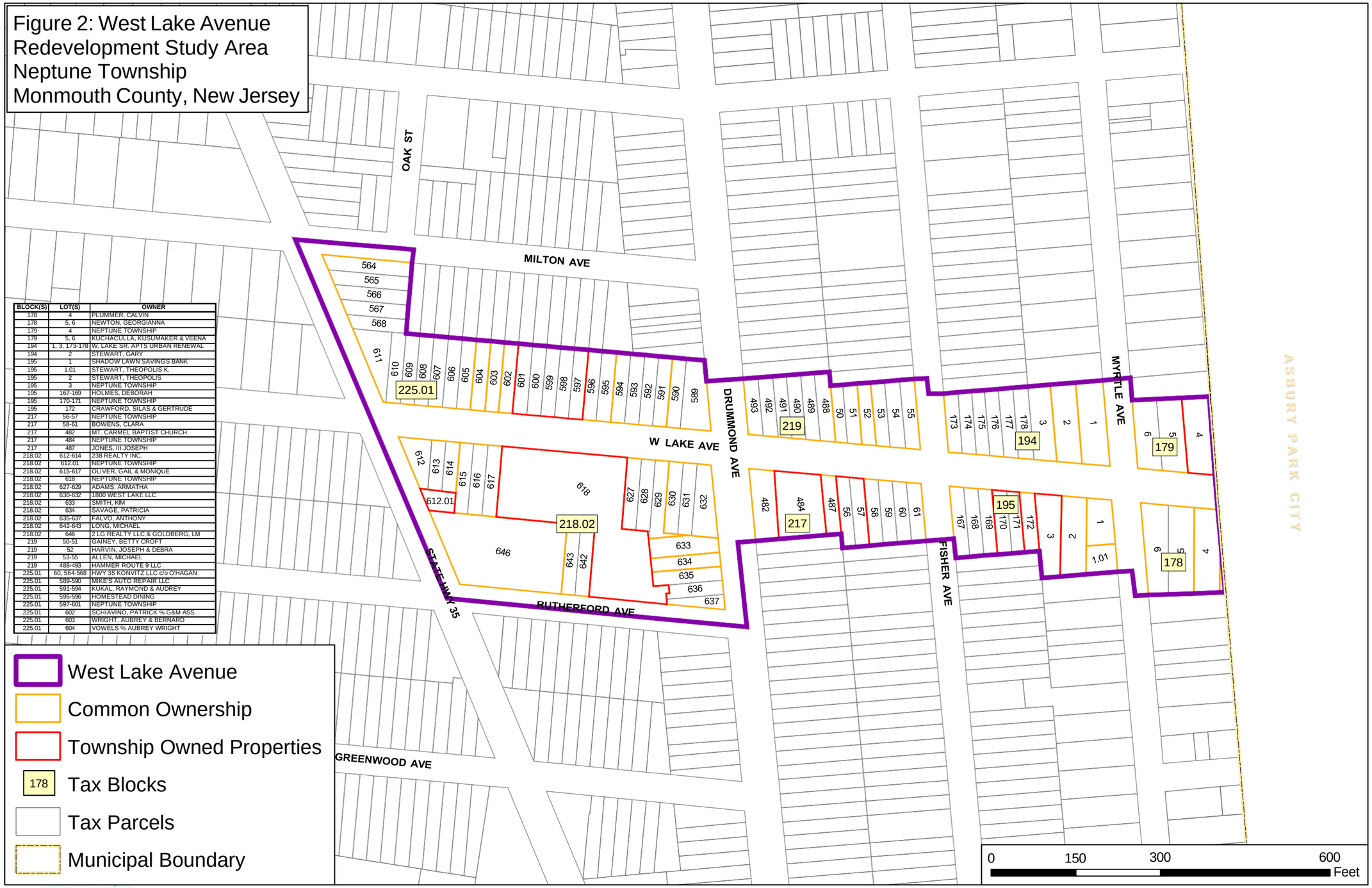


Figure 2: West Lake Avenue Redevelopment Study Area Neptune Township Monmouth County, New Jersey



BLOCK(S)	LOT(S)	OWNER
178	4	PLUMMER, CALVIN
178	5, 6	NEWTON, GEORGIANNA
179	4	NEPTUNE TOWNSHIP
179	5, 6	KUCHACULLA, KUSUMAKER & VEENA
194	1, 3, 173-178	W. LAKE SR. APTS URBAN RENEWAL
194	2	STEWART, GARY
195	1	SHADOW LAWN SAVINGS BANK
195	1.01	STEWART, THEOPOLIS K.
195	2	STEWART, THEOPOLIS
195	3	NEPTUNE TOWNSHIP
195	167-169	HOLMES, DEBORAH
195	170-171	NEPTUNE TOWNSHIP
195	172	CRAWFORD, SILAS & GERTRUDE
217	56-57	NEPTUNE TOWNSHIP
217	58-61	BOWENS, CLARA
217	482	MT. CARMEL BAPTIST CHURCH
217	484	NEPTUNE TOWNSHIP
217	487	JONES, III JOSEPH
218.02	612-614	238 REALTY INC.
218.02	612.01	NEPTUNE TOWNSHIP
218.02	615-617	OLIVER, GAIL & MONIQUE
218.02	618	NEPTUNE TOWNSHIP
218.02	627-629	ADAMS, ARMATHA
218.02	630-632	1800 WEST LAKE LLC
218.02	633	SMITH, KIM
218.02	634	SAVAGE, PATRICIA
218.02	635-637	FALVO, ANTHONY
218.02	642-643	LONG, MICHAEL
218.02	646	2 LG REALTY LLC & GOLDBERG, LM
219	50-51	GAINEY, BETTY CROFT
219	52	HARVIN, JOSEPH & DEBRA
219	53-55	ALLEN, MICHAEL
219	488-493	HAMMER ROUTE 9 LLC
225.01	60, 564-568	HWY 35 KONVITZ LLC c/o O'HAGAN
225.01	589-590	MIKE'S AUTO REPAIR LLC
225.01	591-594	KUKAL, RAYMOND & AUDREY
225.01	595-596	HOMESTEAD DINING
225.01	597-601	NEPTUNE TOWNSHIP
225.01	602	SCHIAVINO, PATRICK % G&M ASS.
225.01	603	WRIGHT, AUBREY & BERNARD
225.01	604	VOWELS % AUBREY WRIGHT

- West Lake Avenue
- Common Ownership
- Township Owned Properties
- 178 Tax Blocks
- Tax Parcels
- Municipal Boundary

Statutory Requirements

The West Lake Avenue Redevelopment Plan has been prepared in accordance with Section 7 of the LRHL (N.J.S.A. 40A:12A-7), which provides that "no redevelopment project shall be undertaken or carried out except in accordance with a redevelopment plan adopted by ordinance of the municipal governing body." Pursuant to the requirements of the LRHL, the redevelopment plan shall include an outline for the planning, development, redevelopment, or rehabilitation of the project area sufficient to indicate:

(1) Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.

(2) Proposed land uses and building requirements in the project area.

(3) Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.

(4) An identification of any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan.

(5) Any significant relationship of the redevelopment plan to: (a) the master plans of contiguous municipalities; (b) the master plan of the county in which the municipality is located; and (c) the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act," P.L. 1985, c.398 (C.52:18A-196 et al.).

The Redevelopment Plan has been designed to meet these requirements as described in the following sections.

Redevelopment Plan Objectives

The overall goal of the West Lake Avenue Redevelopment Plan is the creation of a walkable, attractive, and inviting neighborhood center serving the needs of surrounding residential neighborhoods and the Neptune Township community. In support of this goal, the plan includes the following objectives:

- Protect the health, safety, and welfare of the citizens of Neptune Township by redeveloping underutilized and stagnant vacant properties in the West Lake Avenue corridor that could more effectively contribute to the economic and physical well-being of the community;
- Promote the economic and physical revitalization objectives of the Township's Master Plan, the Neptune Strategic Revitalization Plan, and other related plans and programs;
- Improve the aesthetic image of West Lake Avenue and the Township;
- Encourage joint participation in the implementation of the plan through cooperative partnerships with the Township, the Neptune Economic Development Corporation, the Midtown Urban Renaissance Corporation, and property owners in the area;
- Support the development plans of property owners in the area, to the greatest extent possible, when such plans are consistent with the redevelopment plan;
- Promote the creation of jobs in the Township that will provide opportunities for both existing residents and as well as for others in the Township and surrounding region;
- Improve business opportunities and expansion through promotion of new and diverse economic activities and a variety of businesses in the West Lake Avenue redevelopment plan area;
- Foster public—private partnership in the implementation of the plan by leveraging public funding and support to and private investment accomplish comprehensive redevelopment of the West Lake Avenue area;
- Develop an attractive neighborhood center with a sense of place, with an attractive streetscape, landscaping, signage and awnings, street furniture and street hardware to welcome residents and consumers;
- Integrate and coordinate physical, social, environmental, economic and design objectives in the implementation of the plan;
- Provide sufficient parking to support business establishments and residences;
- Create a pedestrian friendly center, easily accessible from neighboring residential areas;
- Meet the service needs of residents; and
- Develop plans that promote safe and efficient pedestrian circulation and access.



Parking lots and pedestrian access ways along buildings should include trees, landscaping, decorative lighting and sidewalks, and similar design elements to ensure safe and welcoming pedestrian environment and to improve the aesthetic image of these areas.

Redevelopment Plan

Land Use Plan

The land use plan for the West Lake Avenue Redevelopment Plan Area is shown in Figure 3. The land use plan consists of several key elements.

The first element is a proposed office building and mixed use complex to be located on the south side of West Lake Avenue between Route 35 and Drummond Avenue. (Purple area shown on Block 218.02) The primary feature of this development will be a proposed two-story office building at the southeast corner of the intersection of Route 35 and West Lake Avenue containing approximately 30,000 square feet of office space. Two additional mixed-use buildings are proposed near the corner of West Lake Avenue and Drummond. These buildings will be separated by a proposed public plaza.

The office building is proposed for public use, with potential uses including medical offices for the Jersey Shore University Medical center and offices for the State of New Jersey. The office building will be designed to incorporate a signature architectural design feature at the corner of Route 35 and West Lake Avenue that will provide a visual landmark and gateway to the West Lake Avenue corridor to welcome visitors into the corridor. To further enhance interest, the building is proposed to be set back to allow views into West Lake Avenue from Route 35. As part of the first phase of redevelopment, the office and its gateway elements also will underscore the community's investment in its new neighborhood center. The offices will also be a local source of employment and services for the community and provide customer support and activity for the other revitalization efforts along the remainder of West Lake Avenue.

Parking is proposed to the rear of the proposed project with access from Rutherford and Drummond Avenues. To provide adequate parking for the facility, the Township will explore a possible shared-parking arrangement on a portion of the lot currently occupied by the existing Scrubber Doctor facility located at the corner of Route 35 and Rutherford. As part of this shared parking arrangement, the Township may permit the expansion of the existing use on this site. The existing residential uses located at the corner of Rutherford and Drummond will remain. However, the properties have been placed in a Residential/Office Overlay option, which will permit these properties to be developed at the owner's choice as part of the proposed office and mixed use development on the rest of the block.

In order to develop the proposed office and mixed-use complex, the neighborhood park located on Lot 618 of Block 218.02 will be moved from the south side of West Lake Avenue to the north side of the street (Block 225.01, Lots 595 to 604). The design of the relocated park will include amenities and improvements that are based on community needs and interests. The park will also be designed to link and coordinate with a public plaza to be included within the proposed office and mixed-use complex. Accordingly a mid-block pedestrian crossing is proposed on West Lake Avenue linking these two public spaces. This is described in further detail in the description of the core design concepts in the following section of the plan.

The areas shown in blue on the Land Use Plan Map are identified for mixed-use development, with commercial uses on the first floor and residential uses on the second and, if applicable, third floor. Mixed use development is proposed for the portions of Blocks 178, 179, 195, and 217 that are located within the redevelopment plan area. In addition, the eastern portion of Block 219 (Lots 50 through 55) and eastern end of Block 225.01 near the corner of West Lake and Drummond Avenues (Lots 589 to 594) are designated for mixed-use development. The remainder of Block 219 is proposed for a restaurant use with a possible outdoor dining area to be located at the northeastern corner of West Lake and Drummond Avenues. Depending on future needs in the area, the relationship of adjoining redevelopment in Asbury Park, and the overall objectives of the redevelopment plan, the Township and its redevelopment entity may consider the redevelopment of Block 179 with a fully residential rather than mixed-use.

The land use plan also recognizes and incorporates the existing senior-citizen housing development on Block 194 (Lots 3 and 173 to 178) and the associated parking area on Lot 1 of the block. The existing single-family dwelling on Lot 2 is anticipated to remain and has not been designated in need of redevelopment. However, the plan calls for the possible expansion of the adjoining parking area if the property owner is willing to sell the property at some point in the future.

The final element of the land use plan is a proposed commercial building, which may contain a combination of retail and restaurant uses, at the corner of Route 35 and West Lake Avenue. Parking for the proposed use will be located on Route 35 near the corner of Route 35 and Milton, with access to parking lot located at the intersection of Oak Street and Milton. It is anticipated that this parking area will be screened and buffered with attractive landscaping and lighting consistent with the design guidelines for the West Lake Avenue Redevelopment Plan. An additional element of this building is a possible outdoor dining area and courtyard next to the proposed public park.

Consistent with the office building across the street, the proposed commercial building will be designed to incorporate a signature architectural design feature at the corner of Route 35 and West Lake Avenue that will provide a visual landmark and gateway to the West Lake Avenue corridor to welcome visitors into the corridor. The feature is intended to be complimentary to and comparable in design and scale to the gateway signature feature on the office building. In addition, the building is proposed to be set back to allow views into West Lake Avenue from Route 35. Both these gateway features are designed to work together as one of the core design concepts described in the next section of the plan.

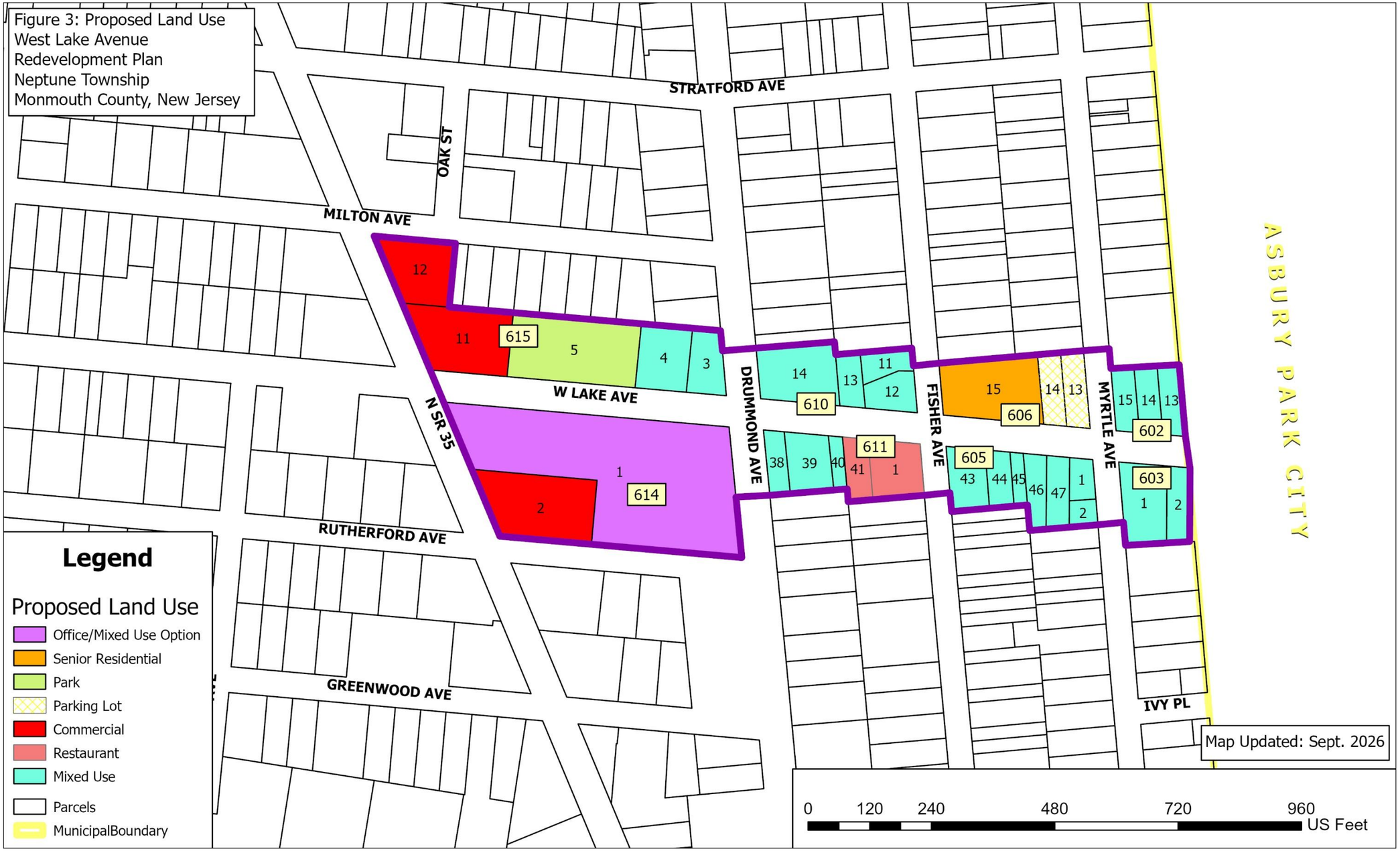


Architectural features, such as clock towers, statues, and public art, can be used to create interest and focal points for pedestrian activity.



Wayfaring signs such as these examples or similar shall be provided directing vehicles and pedestrians to key destination points in the West Lake Avenue area.

LAND USE PLAN



Core Design Concepts

The core design concepts of the West Lake Avenue Redevelopment Plan are illustrated in the accompanying diagram (See Figure 4.) Core design concepts include:

- An Attractive Streetscape. In conjunction with the redevelopment plan, the Township will start construction of streetscape improvements along the entire length of West Lake Avenue from Route 35 to Asbury Park. These improvements are being funded from a grant from the NJ Department of Transportation (NJDOT) of approximately $500,000. The improvements will include pedestrian walks, concrete paver crosswalks, and streetscape amenities such as benches, bicycle racks and banner poles. Redevelopment projects are to be designed and constructed in a manner that is complementary to and builds on the improvement to the aesthetic image of the West Lake Avenue corridor that will result from the implementation of this NJDOT-funded project. The design and lighting of parking lots and other public areas should pick up on and, where practical, emulate the overall design of the streetscape improvements, including decorative lighting, pedestrian amenities, and other elements.
- Pedestrian Oriented Development. All development and redevelopment within the West Lake Avenue corridor shall maximize pedestrian access, safety, and comfort. Along West Lake Avenue, development shall be oriented to the sidewalk and street edge creating an interesting and welcoming environment for pedestrians and shoppers. Crosswalks shall be provided in accordance with the NJDOT-funded streetscape improvements. Similarly designed cross-walks shall be provided within parking areas. Access ways from parking areas shall be well lit and include design details as specified in this plan and the West Lake Avenue Architectural Design Guidelines. Wayfaring signage shall be provided highlighting key destination points for both pedestrians and drivers.
- Gateway Features. The physical design of the Route 35 and West Lake Avenue intersection is critical in order to welcome and attract visitors and shoppers into West Lake Avenue. Accordingly, the plan recommends coordinated gateway architectural features at the corners of the proposed office and commercial buildings to be located on either side of this intersection. Each of these buildings are to be designed to incorporate a signature architectural design feature at the corner of Route 35 and West Lake Avenue that will provide a visual landmark and gateway welcoming visitors into West Lake Avenue. These features are intended to be complimentary to and comparable in design and scale with each other. In addition, the each of the buildings will be set back to allow views into West Lake Avenue, further enhancing the welcoming characteristic of the proposed gateway.
- A Mix of Uses Serving the Needs of the Neighborhood. The uses proposed for the plan are intended to reflect the preferences specified in the Favored Uses Survey conducted as part of the community visioning process in developing the Midtown Neighborhood Master Plan and Architectural Design Guidelines. Consistent with community desires, a variety of uses shall be included in the plan, with a particular emphasis on including those uses providing neighborhood services, shopping, and amenities for people living and working in the West Lake Avenue Area. (See Appendix A)



Street furniture, decorative plantings and brick design elements can help create an interesting pedestrian environment.



- Mid-block pedestrian access points. The plan is designed to minimize the number of driveways along West Lake Avenue and maximize on-street parking along West Lake Avenue. Access points to parking areas in the rear of buildings are to be provided via driveways on Drummond, Fisher and Myrtle Avenues. Where parking areas are located between buildings near West Lake Avenue, they are to be screened by decorative walls and landscaping. At these locations, mid-block pedestrian access points shall be provided
- Off-street parking in rear of buildings. Off street parking areas are to be provided in the rear of lots, with buildings located near the street frontage. This is necessary to create a sense of place and enclosure along the street edge, create a pedestrian friendly environment, minimize the views of "sterile" parking lots, implement the other design elements of the plan.
- Sidewalk Cafes and Outdoor Dining Areas. Outdoor dining and sidewalk café areas are a highly desirable element of an active and interesting downtown environment. Buildings shall be designed with articulated front facades to allow additional areas, alcoves, and overhangs to accommodate outdoor seating for restaurants, coffee shops, ice cream parlors, cafes and similar uses. Corner buildings may also be appropriate locations for outdoor seating areas. As described in the proceeding section, a possible outdoor dining area is proposed for the building adjoining the public park on Block 225.01.

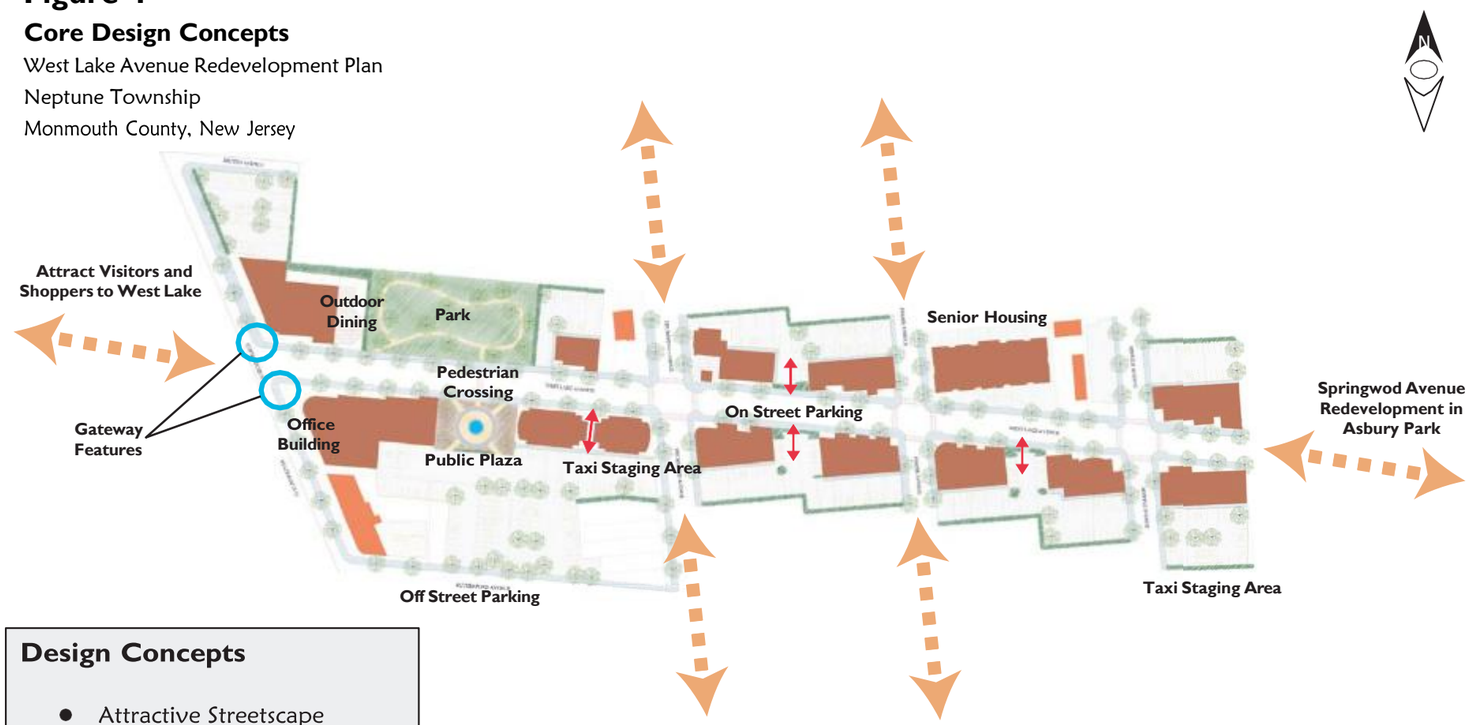
- Public Spaces and Park. A new park is proposed on the north side West Lake Avenue between Route 35 and Drummond Avenue. This park will replace the existing park now located on the south side of West Lake Avenue. The new park will be linked by a new pedestrian crossing to a public plaza to be located between the office building and mixed-use buildings proposed for the site of the former park. In addition to its function as an open space and public gathering area, the public plaza is designed to provide a transition and mid-block access way from the parking areas located to the rear of these buildings.
- Places for Community Art. The plan envisions locations along West Lake Avenue for the placement of community art and local art projects by the residents and students living in the West Lake and Midtown areas. Such locations could include the public plaza between the two office buildings on the block between Route 35 and Drummond, the new public park across from the plaza, at open areas near the various street corners, or at the landscaped areas adjoining the various midtown pedestrian access points. Public art projects also could include murals on the sides of buildings as shown in the accompanying photograph.

Within this design framework, the intent of the plan is to attract visitors and shoppers to the West Lake Avenue area. At the same time, the plan provides for a mix of uses that will serve the needs of the neighborhood and local residences. Ideally, it is hoped that these same services and an attractive and interesting streetscape will attract and encourage those working at the proposed office uses, as well as visitors to the new restaurants and shops, to venture farther along West Lake Avenue. In such a way West Lake Avenue will provide an opportunity for members of the Neptune community to interact with and meet each other in a vital and welcoming setting.

Figure 4

Core Design Concepts

West Lake Avenue Redevelopment Plan
Neptune Township
Monmouth County, New Jersey



Design Concepts

- Attractive Streetscape
- Pedestrian Oriented
- Mixed Use
- Neighborhood Services, Shopping and Amenities
- Buildings Near Front of Lot
- Sidewalk Cafes
- Public Spaces and Parks
- Places for Community Art

Conceptual Design Plan

A conceptual design plan for the West Lake Avenue Redevelopment Plan is shown in Figure 5. The conceptual design generally represents the vision of the community with respect to the future redevelopment and revitalization of West Lake Avenue. It replaces and supersedes the concept plan presented in the June 2002 Architectural Design Guidelines document as the conceptual guide for the redevelopment of West Lake Avenue. This concept represents one potential redevelopment scenario that would implement the land use plan elements and core design concepts described in this plan. However, the Township understands that there may be other redevelopment alternatives or combination of building designs and arrangements that also would be consistent with the redevelopment plan. So long as the core design concepts of the plan are adequately addressed to the satisfaction of the Redevelopment Committee and the project or projects are consistent with the land use and building requirements specified in this plan, the Township will work with potential redeveloper(s) and property owners in the area to implement the plan in the most realistic and practical way possible.

Plan Implementation and Phasing

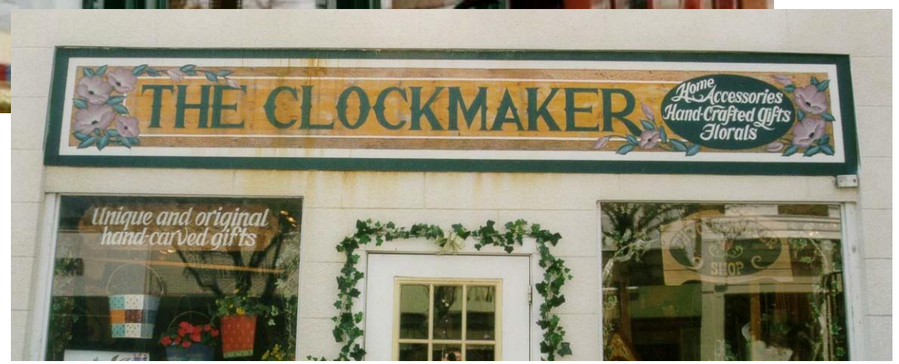
The West Lake Avenue Redevelopment Plan is intended to be implemented in phases. The first phase of the plan is the development of the proposed office building and mixed-use complex on Block 218.02. In conjunction with the project, the first phase will also include the development of the proposed park across West Lake Avenue. The office and its gateway elements also will underscore community's investment in West Lake Avenue and begin to attract office workers and visitors to the area.

The second phase of the project will be the development of the mixed-use elements on the south side of West Lake Avenue, east of Drummond Avenue to the Asbury Park border.

This phase also includes the mixed-use or residential development of Block 179. This phase will result in the redevelopment and revitalization of some of the more significantly distressed and underutilized properties in the area.

The third phase of the redevelopment plan will the development of the new commercial building at the corner of Route 35 and West Lake Avenue, the mixed-use development on the remainder of Block 225.01, the restaurant use proposed for the corner of Drummond and West Lake Avenue on Block 219 and the mixed-use development on the remainder of Block 219. It is anticipated that the redevelopment activity during this phase will be privately initiated as development and redevelopment in Phases 1 and 2 occur. Accordingly, Phase 3 redevelopment activity may take place simultaneously with the implementation of the mixed-use redevelopment projects contemplated in Phase 2.





Signs, architectural details, and lighting should be designed to add interest and color.

FAVORED USES SURVEY

The results of the Favored Uses Survey are listed below. The survey identified the neighborhood shopping and service needs favored by the Midtown and West Lake Avenue community.

MOST HIGHLY DESIRED

- Family Dining
- Small Parks
- Local Historic and Arts Resources

STRONGLY FAVORED

- Medical Office
- Bank or/ATM Access
- Laundromat
- Ice Cream Parlor
- Convenience Store

NEEDED FACILITIES, BUSINESSES OR SERVICES

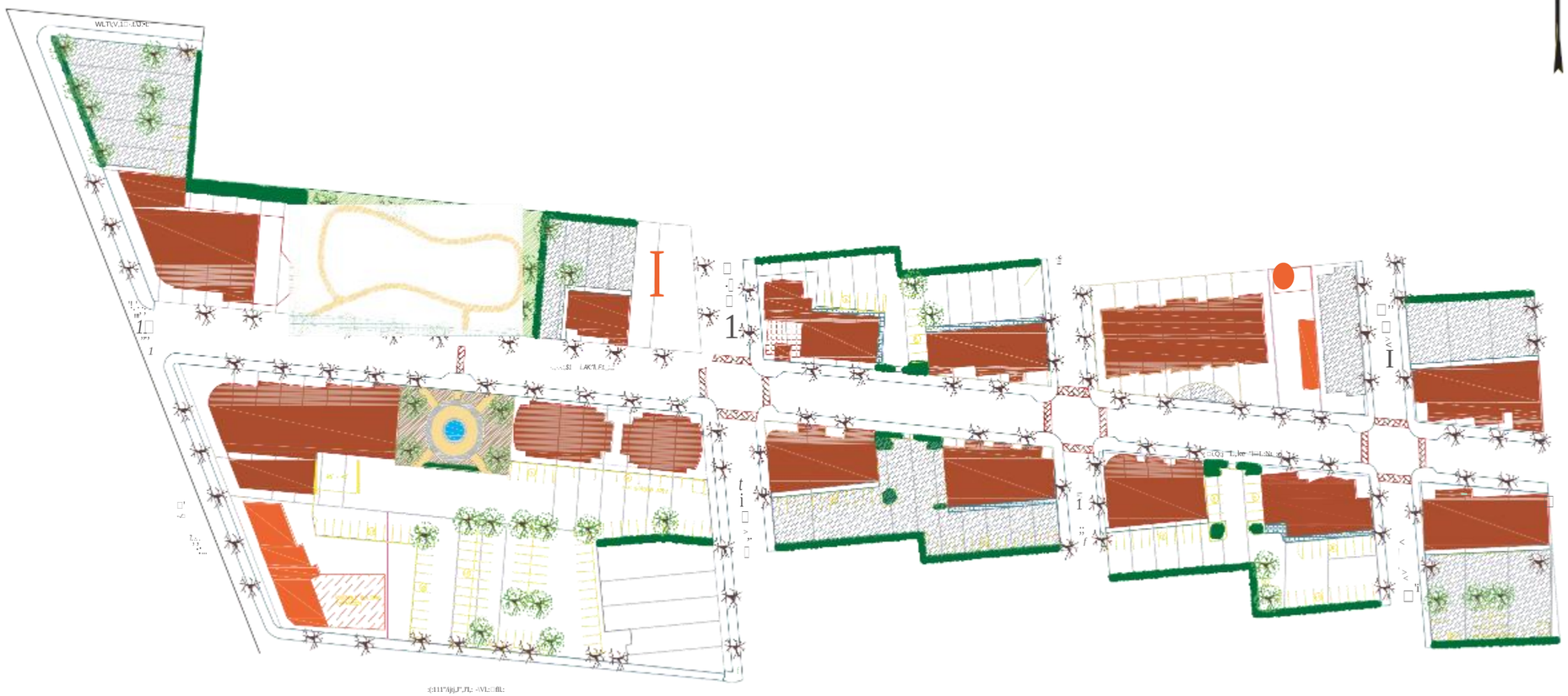
- Local Arts Displays and Galleries
- Video/Music Store
- Dance Studio
- Arts/Crafts Studio
- Karate Studio
- Meat/Fish Market/Vegetable Stand
- Dry Cleaners

OTHER FACILITIES, BUSINESSES OR SERVICES

- Coffee Shop
- Diner/Formal Dining/Ethnic Food
- Law Offices
- State Government Offices
- Hair Salon

Neptune Township - NJ
Where Community, Business & Tourism Prosper

FIGURE 5: CONCEPTUAL DEVELOPMENT PLAN
WEST LAKE AVENUE REVELOPMENT PLAN
Neptune Township
Monmouth County, New Jersey



Relationship to Definite Local Objectives

Master Plan

The revitalization of West Lake Avenue and Midtown has been a critical planning objective for Neptune Township for many years. Accordingly, the Neptune Township Planning Board has adopted a number of planning documents that address the Midtown area and West Lake Avenue, including:

- 1998 Master Plan Reexamination Report;
- 2000 Comprehensive Master Plan and 2002 amendments;
- Midtown Neighborhood Master Plan;
- 2003 Master Plan Reexamination Report; and
- The Neptune Strategic Revitalization Plan (2004)
- 2012 Comprehensive Master Plan
- Neptune Township Master Plan Re-examination Report (2023).

All of these documents recommended that Neptune Township revitalize the Midtown area of the Township, including West Lake Avenue. In September 1998, the Planning Board adopted a Master Plan Reexamination Report specifically recommended the use of redevelopment to address land use planning issues and concerns in Midtown:

> *"A Redevelopment and Rehabilitation Plan should be prepared pursuant to the "Local Redevelopment and Housing Law" P.L. 1992, c.79 (C:40A:12 A-1 et seq.), for the Midtown Area. A plan of this type can direct redevelopment and rehabilitation efforts in accordance with the desires of the neighborhood residents and business owners. The plan also provides access to certain funding opportunities available under the law."*

The Midtown Neighborhood Master Plan, which was adopted by the Neptune Township Planning Board (2002) and the Neptune Township Board of Education (2001), recognized the redevelopment potential of the Midtown area and the need for proactive involvement by the Township:

> *Section 4.0 Revitalization and Redevelopment Potential – "Midtown contains many solid residential neighborhoods and viable commercial businesses. However, there is a need to focus on particular areas that are either in need of monitoring, support, revitalization and/or direct involvement by the Township."*

The 2003 Master Plan Reexamination Report also addressed redevelopment issues in the Township:

> *"As part of a comprehensive effort to improve the physical environment and the quality of life in Neptune, the Township has identified sections of the Township as candidates for redevelopment. Currently the Township is considering Redevelopment in the following areas:*
>
> - Shark River Waterfront
> - Route 33 Corridor (including the Ridge Avenue School)
> - Route 35 Corridor (including the Whitesville School)
> - West Lake Avenue (coordinated with Asbury Park)
> - Route 66 Redevelopment Area
> - High Tech Park Redevelopment Area



Buildings are proposed to be located close to the front of lots and sidewalk to define the public space along the street. Street trees, planters, decorative sidewalks with pavers, and on-street parking are other design elements that are recommended.

The Neptune Strategic Revitalization Plan, adopted by the Planning Board as part of the Township's Master Plan, identifies the revitalization of West Lake Avenue as a key objective and high priority of the plan and will begin in the first phase of plan implementation. The NSRP describes the overall strategy and approach for the revitalization of West Lake Avenue:

> *"Vibrant commercial areas require activity and interesting locations. Redevelopment will be used to consolidate sufficient land area to construct mixed-use neighborhood centers on both sides of the western end of West Lake Avenue. Existing municipal parcels will be incorporated to open space into the landscape and endow a social or cultural focus. At selected parcels existing underutilized uses will be replaced with mixed-use buildings. Street level retail establishments with residences over the commercial uses will restore commercial and interest in this corridor. The existing liquor store could be redeveloped as a mixed-use building, which would be more compatible with the new senior apartments."*

Based on the foregoing, it is clear that the West Lake Redevelopment Plan is consistent with the basic goals and objectives included in the Township's Master Plan and Strategic Revitalization Plan and is designed to implement these goals and objectives.



An example of how awnings, decorative lighting, architectural details, and street trees can be combined to create an attractive and interesting streetscape and building design.

Relationship of Plan to the Township's Land Development Ordinance

The West Lake Redevelopment Plan Area delineated in Figures 1 and 2 shall be redeveloped in accordance with the permitted uses, development requirements, and design standards detailed in this plan. In order to implement the Plan consistent with the goals and objectives herein, this plan supersedes the use, bulk and design standards provisions of the Township Land Development Ordinance as they relate to the area governed by the redevelopment plan. Other Township regulations affecting development that are in conflict are also superseded by this Plan. However, existing engineering standards, definitions and sections of the Land Development Ordinance not covered by this plan shall apply. Additionally, it is intended that the provisions of the New Jersey Residential Site Improvement Standards (RSIS) will be superseded and waived by the plan as a special area designation.

Proposed Land Uses and Building Requirements

Intent and Purpose

In order to implement the vision for the West Lake Avenue Redevelopment Plan Area, a new West Lake Avenue Redevelopment District is created to regulate development and redevelopment within the area governed by this plan. The redevelopment district is intended to allow a wide variety of retail, service, office, and community-oriented and residential uses within single use and mixed use buildings. These requirements and standards shall supersede the existing zoning for the area.

This section provides the land use and building requirements and general design standards for development and redevelopment within the West Lake Avenue Redevelopment District. The framework for implementing the land use and building requirements specified in this section shall be the Land Use Plan and Core Design Concepts described in this plan. In addition, the West Lake Avenue Improvement Area Architectural Design Guidelines prepared on behalf of the Township and Midtown Neighborhood Empowerment Council are incorporated by reference herein, except to the extent that such guidelines are superseded, supplemented or clarified by the land use and building requirements of the West Lake Avenue Redevelopment Plan.

Permitted Uses

The list of uses that are permitted in the West Lake Avenue Redevelopment Area is specified in Appendix A. With regard to proposed uses, the intent of the redevelopment plan is to provide a range and variety of uses that reflect as much as possible, the expressed desires and input of the residents of the West Lake Avenue and Midtown area during the community visioning workshops and resident surveys conducted by the Township during 2001 and as presented in the West Lake Avenue Improvement Area Architectural Guidelines. Thus, in any proposed redevelopment project or projects undertaken as part of this plan, priority shall be given to those uses and services identified in the survey. Given the limited parking in the area, certain uses preferred by residents, such as community halls, theaters, and banquet halls, which may generate larger parking requirements have been excluded from the plan.

Basic Requirements

1. A written design concept statement shall be submitted as part of the preliminary review which identifies the significant site features, supports the reasoning behind the architecture and site plan proposed and explains how and why the site features are incorporated into the project design.
2. Land designated for Mixed-Use shall contain residential and commercial uses.
3. At least 50% of the building area in identified mixed-use buildings shall be designated for residential use.

Architectural and Building Requirements

The following standards shall supplement the architectural guidelines in the West Lake Avenue Improvement Area Architectural Deign Guidelines dated June 2002. Due to the mixed use nature of the district, architectural compatibility is necessary in order to visually integrate development and allow for proximity of varied uses. Development and redevelopment projects shall conform to the following standards.

A. Building Massing and Scale

1. Dominant structures should be broken up by creating horizontal emphasis through the use of trim, adding awnings, eaves, windows, or architectural ornamentation, use of combinations of complementary colors and landscape materials.
2. Long horizontal facades should be broken down into segments having vertical orientation and tall vertically oriented facades shall be broken down into horizontal components through the use of appropriate design features.
3. Buildings with expansive blank walls are prohibited.
4. Buildings should be designed so that facades are the prominent architectural feature and the roofs are visually less dominant in the total design.
5. A human scale should be achieved at ground level and along street frontages and entryways through the use of such scale elements as windows, door, columns, plazas, awnings and canopies.

B. Exterior Building Design

Buildings with exterior walls greater than 50 feet in horizontal length shall be constructed using a combination of architectural features and a variety of building materials and landscaping near the walls. Walls not facing the public street shall incorporate architectural features and landscaping for at least 40% of the wall length.

C. Architectural Features

Architectural features include, but are not limited to the following: recesses, projections, wall insets, arcades, window display areas, awnings, balconies, window projections, landscape structures or other features that complement the design intent of the structure and are acceptable to the Planning Board.

D. Facade Treatment

1. Multi-tenant buildings shall provide uniform storefronts, doorways, windows, awnings and other design features for all ground floor tenants. Upper floors of said buildings shall at a minimum be coordinated with the ground floor through common materials and colors. Storefronts should include display windows with a sill height not less than two (2) feet from grade.
2. Awnings shall be encouraged on all mixed-use retail buildings. All awnings shall be constructed and installed so that the frame and fabric of the awning is integrated into the overall building design. No awning shall extend more than six (6) feet from the building façade and no awning shall be less than 7' 6" above the ground. Awnings that project into any roadway, driveway, parking or loading area are prohibited. Awnings shall not be placed so as to conceal or disfigure an architectural feature or detail. Awning materials shall be limited to cloth, canvas and similar materials; metal and aluminum awnings are prohibited.
3. New construction should use windows of similar sizes and shapes or incorporate other façade elements that establish the same pattern of other buildings its contest.

4. Rhythms that carry through a block such as store front patterns, window spacing, entrances, canopies or awnings, etc., should be incorporated into new or renovated facades.
5. Exterior mounted mechanical and electrical equipment shall be architecturally screened.
6. The use of creative lighting schemes to highlight building facades and related areas of a site shall be encouraged, except that any such nonresidential lighting shall be shut off by 10:00 p.m. or one-half hour after the closing of such nonresidential use, whichever is earlier.
7. Fire escapes are prohibited on the principal façade of a building.

E. Roofs

1. Roofs should be designed to reduce the apparent exterior mass of a building, add visual interest and be appropriate to the architectural style of the building.
2. Variations within an architectural style are highly encouraged.
3. Visible rooflines and roofs that project over the exterior wall of a building enough to cast a shadow on the ground are highly encouraged.
4. Overhanging eaves, sloped roofs and multiple roof elements are highly encouraged.
5. Flat with parapet, Gable, hip or combination roof types are permitted. On sloped roofs, roof pitches of 8:12 and 12:12 are recommended.
6. The roofline at the top of the structure should incorporate offsets and jogs to reduce the monotony of any uninterrupted roof plane.
7. All roof top equipment shall be screened from public view by materials of the same nature as the main structure.
8. Mechanical equipment shall be located below the highest vertical element of the building.

Clearly defined, highly visible customer entrances using features such as canopies, porticos, arcades, arches, wing walls, and integral planters are highly encouraged.

G. Community Amenities

Community amenities such as patio/seating areas, water features, art work or sculpture, clock towers, pedestrian plazas with park benches or other features located adjacent to the primary entrance to the buildings are highly encouraged and may be calculated as part of the landscaping requirement.

H. Building Utilization

Residential uses are not permitted on the first floors of mixed-use buildings.

I. Buffers and Screening

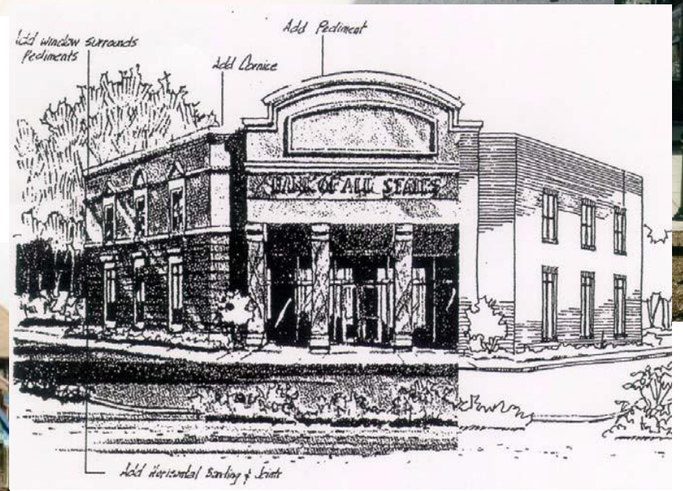
The rear area or parking lot of all properties shall be screened from the adjoining residential lots by a fence not to exceed six feet in height and a minimum five (5) foot buffer area. Additional buffer and area width and screening may be required adjoining service entrances and trash storage areas.



Flower pots and similar details can provide color and interest along the street. Note also the large glass windows as recommended in the plan.



Corner buildings can be designed to provide areas for outdoor cafes and dining where sidewalk areas are larger.



An example of a building design presented in the West Lake Avenue Improvement Area Architectural Guidelines referenced in the redevelopment plan.



Mid-block pedestrian access points also will provide opportunities for the placement of benches and attractive design elements.

Neptune Township - NJ
Where Community, Business & Tourism Prosper



The goal of the plan is create an active and vibrant neighborhood center with a variety of shopping and services along West Lake Avenue.

J. Landscaping

1. Landscaping is to be provided as part of all development applications and is to be integrated into building arrangements, topography, parking, buffering and other site features. Landscaping may include trees, shrubs, ground cover, berms, flowers, sculpture, art and similar materials, and shall be designed to provide aesthetic, buffering, environmental, ornamental, and other related functions. All landscaping plans shall be prepared by a New Jersey licensed landscape architect.
2. Landscaping for mixed uses should define entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for loading and equipment areas.
3. Landscaping shall permit adequate site distance for motorists and pedestrians entering and exiting a site and shall not interfere with circulation patterns.
4. Landscaping or decorative walls shall be provided adjacent to and within parking areas to screen vehicles from view and to minimize the expansive appearance of parking fields. Landscaping should include fast growing trees in parking lots to create summer shade.
5. Street trees shall be installed in the public right-of-way.
6. Trees shall be planted within right-of-ways parallel to the street along all streets. (Exception: alleys)
7. Street trees, shall be spaced as determined by species type. Large maturing trees shall be planted a minimum of 40 feet and a maximum of 50 feet on center. Small and medium maturing trees shall be planted a minimum of 10 feet and a maximum of 30 feet on center.
8. Large maturing trees, shall generally be planted along residential streets and along the street frontages and perimeter areas of parks, squares, greenbelts, and civic structures.
9. Small maturing trees shall generally be planted along non-residential streets, interior portions of parks, squares, greenbelts, and civic lots.
10. Plantings in immediate proximity to buildings in front and side yards shall respect architectural lines (should be seen as extension of architectural walls).
11. Plantings toward the street shall respect the integrity of the street by not obscuring important buildings and respecting views to and from streets, porches, walks, and public open spaces.
12. Existing trees 18" in caliper or greater may count towards all tree requirements. All such trees not within a drive or building footprint after grading may not be cut without approval from the Planning Board.
13. All plantings shall be installed free from disease in a manner that ensures the availability of sufficient soil and water for healthy growth and which is not intrusive to underground utilities.
14. All loading areas shall be landscaped in a manner that sufficiently screens the view of the loading area and vehicles from any public right-of-way and residential property.
15. The use of vines and climbing plants on buildings, trellises, and perimeter garden walls is strongly encouraged.
16. Plants in boxed, clay or wood containers should be used for enhancement of sidewalk shops, plazas, and courtyards.

K. Lot and Building Requirements

1. Minimum lot width and frontage: 50 feet.
2. Minimum lot depth: 100 feet
3. Lot coverage: 95%
4. Building coverage: 65%
5. Residential dwellings above commercial uses shall comply with Section 415.12 of the Neptune Land Development Ordinance.
6. Stairs should be constructed inside the building footprint. Balconies should not extend more than 5 feet.
7. Building Setbacks.
   a. Intent: Buildings should be placed close to the street to create a vibrant, pedestrian environment, to provide storefronts close to the sidewalk and encourage walking and window shopping typical of a downtown commercial area.
   b. Minimum Front Yard Setback: Zero (0) feet
   c. Maximum Front Yard Setback: Ten (10) feet
   d. Rear Yard Setback: Twenty-five (25) feet. The rear yard setback should allow sufficient space for off-street parking and circulation and provide an adequate buffer area between mixed-use and nonresidential uses and adjoining residential uses and zone districts.
   e. Building Height: Buildings should be of varied heights, with interesting rooflines. Minimum building height shall be two (2) stories. Maximum building height shall be three (3) stories and forty (40) feet.

L. Lighting

In accordance with the provisions of Section 412.11 and Section 511of the Neptune Land Development Ordinance.

Neptune Township - NJ
Where Community, Business & Tourism Prosper

M. Parking and Loading

1. The amount and design of off-street parking shall be at the discretion of the Redevelopment Entity and Planning Board, in accordance with the following general guidelines: (compliance with parking standards shall include on-street parking spaces.

   - Offices: One (1) space for each 300 sq. ft. of gross floor area
   - Retail: One (1) space for the first 500 sq. ft. and one space for each additional 250 sq. ft.
   - Apartment dwellings: One (1.3) spaces per unit
   - Restaurants: One (1) space for every three (3) seats

   Shared parking, on-street parking and public parking shall be utilized to fulfill the off-street parking requirements up to twenty (20%) of the overall parking requirement.

2. Other than on-street parking, parking spaces shall shall be located to the rear of lots and buildings in accordance with the design principles presented in the Core Design Concepts and Conceptual Design Plan sections of this plan.
3. Driveways shall be set back at least (5) feet from all building units to provide room for a landscaped area.
4. Parking lot layout, landscaping, buffering and screening shall be provided to minimize direct views of parked vehicles from the street right-of-way and sidewalks, avoid spill-over light, glare, noise, or exhaust fumes onto adjacent properties. Parking lots exposed to view from West Lake Avenue shall be shall screened by a minimum of a four and a half (4.5) foot high decorative wall or landscape feature.
5. The interior of all parking lots shall be landscaped to provide shade and visual relief. At a minimum, at least one deciduous tree shall be planted for every five (5) parking spaces inside a six (6) foot wide planter or landscape island is required. Landscaping should be utilized to soften edges of parking lots and to provide a sense of lot borders or boundaries.
6. Parking lot layout should take into consideration pedestrian movement and pedestrian crossing should be installed where deemed necessary by the Redevelopment Entity and Planning Board.
7. Parking for all structures shall be prohibited in front yard setback areas.
8. On-street parking directly fronting a lot shall count toward fulfilling the parking requirement.
9. The required number of parking spaces may be reduced by demonstrating the possibility of shared parking.
10. The parking requirements may be suspended for select retail uses of 2,000 square feet or less, that portion of restaurant seating which is outdoors, and adjacent to the street and for daycare.
11. Off Street Loading Requirements shall be as follows:

    Office/Restaurant:
    Less than 10,000 square feet: None
    Over 10,000 square feet: 1

    All Other Nonresidential:
    Less than 10,000 square feet: None
    10,000-50,000 square feet: 1
    Over 50,000 square feet: 2

N. SIGNS

1. Signs shall not exceed (10) percent of the first story portion of the façade to which it is fixed. Only one (1) sign is permitted per use and shall not exceed sixty (60) square feet in area. Additional lettering is permitted on ground story awnings but an no time shall the total sign square footage exceed ten (10) percent of the first story portion of the façade or sixty (60) square feet in area.
2. Buildings with more than one use are allowed one (1) sign for each use.
3. Top lit signs are the preferred type of signage.
4. Signs shall be wall mounted or perpendicular hanging.
5. Freestanding signs are prohibited
6. Illuminated box signs are prohibited.
7. One sign up to 12 square feet announcing a future use is permitted. The sign must not be placed until permit is issued for use and must be removed within 15 days of completion of the main building
8. A master sign submission is required for any building or group of buildings that contain 6 or more businesses, or for community uses with more than two signs.
9. For awning signs, the maximum letter height is 18 inches and the overall sign is limited to 30% of the awning face. Logos and emblems are limited to 8 square feet. No lettering is allowed on the side of the awning.
10. Illuminated awnings count as sign area and require approval by the Planning Board.

Waivers

The Planning Board, at the time of site plan review and without formal amendment to this plan, may approve modifications from the standards set forth herein if deemed to be in the interest of project implementation and in furtherance of this Plan.

Relocation

Pursuant to the LRHL, redevelopment plans that contemplate property acquisition must include adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market. Given the limited number of residential units to be acquired, the amount of residential units that will be created as part of the plan (approximately 100 to 120 new residential units), the range of type and affordability of the existing housing stock in the Township, and additional affordable residential units that will be created as part of the other elements of the Township's Strategic Revitalization Plan, it is estimated that there will be more than a sufficient number of decent, safe, and sanitary housing affordable to residents displaced by the redevelopment activities of the plan.

Furthermore, it should also be noted that redevelopment will occur in phases, which will allow for adequate relocation opportunities during the implementation of the plan. For example, in the first phase of the plan only three existing residential dwellings will be acquired to develop the proposed office and mixed use complex on Block 218.02 and an additional three residential units will be acquired to develop the proposed park for a total of six dwellings. Given the available housing stock in the area, it is estimated that adequate and affordable housing can be provided for these residents. Relocation in the second phase of the project also will benefit from the housing created as part of the first phase of the plan and other housing development activity that will occur as part of the Township's revitalization efforts. Finally, it is anticipated that redevelopment in the third phase of the plan will be undertaken privately by either the existing property owners or by designated redevelopers who acquire property when the existing property owners are willing to sell.

Relocation assistance will also be available for the businesses located in the redevelopment area. The Township and its Economic Development Corporation will assist any existing business that may require relocation as a result of the redevelopment plan. Under the Property and Business Owners Bill of Rights adopted by the Township Committee, business property owners displaced under the plan will be entitled to fair market value for their property and will be provided relocation assistance from the Township or redeveloper. Every effort will be made to locate a comparable property within the Township. They will also be entitled to relocation costs. In addition, it is possible that some existing business and property owners may enter into a partnership arrangement with the designated redeveloper or redevelopers. As part of these arrangements, existing business and property owners could be invited to participate in the redevelopment of their properties in accordance with the plan and in turn be provided with appropriate space and ownership rights within the new developments for their use.

Under the requirements of the New Jersey Relocation Assistance Law (N.J.S.A. 42:31b-1 et seq.), the Relocation Assistance Act (N.J.S.A. 20:4-1 et seq.), and regulations of the New Jersey Department of Community Affairs, the Township will be required to adopt for a Workable Relocation Assistance Plan (WRAP). The WRAP establishes the procedures and for providing financial compensation and assistance to residents and businesses displaced by the redevelopment plan. In accordance with State requirements, the WRAP must be prepared and receive DCA approval prior to the acquisition of any property in accordance with the redevelopment plan.

Property to Be Acquired

In accordance with the stated intent of the Neptune Strategic Revitalization Plan, it is the Township's objective to ensure as much as possible that local residents and property owners participate in and benefit from the revitalization of their community. Therefore, the Township plans to continue working with any property owners within the redevelopment area to promote redevelopment of the area in accordance with this plan. However, to fully implement the proposed redevelopment plan, the Township's eminent domain powers may need to be used to acquire property or to eliminate any restrictive covenants, easements or similar property interests that may undermine the implementation of this Plan.

Under the requirements of the LRHL, a redevelopment plan must identify properties that either will or may be acquired to implement the plan. Accordingly, Figure 6 shows those properties in the West Lake Redevelopment Plan Area to be acquired to implement the plan. Figure 6 also includes a list of these properties by Block and Lot. Properties to be acquired include both properties that will be acquired through private negotiations between the designated redeveloper and property owners or properties that may be acquired through eminent domain. It also includes several properties in Block 225.01 (Lots 595 and 596, and Lots 602 to 604) that are to be acquired for the development of the new pubic park. The list also includes properties that may be redeveloped by the existing property owners, particularly those properties in Blocks 219 and 225.01 that are part of the third phase of plan implementation.

Several properties are identified as an "Investment Extension Property" in Figure 6. In accordance with the Residential and Business Owners Bill of Rights adopted by the Township Committee, these are properties identified for acquisition under the plan, but not designated as "High Priority." These properties are characterized as in need of major private and public investment in order for that property to be a component of the plan. The property owner under this designation is extended a period of time (six months to one year) to make the necessary investments to redevelop or rehabilitate the property in accordance with the plan. If the investment does not occur, the property may be subject to acquisition. If the investment is made, the possibility of acquisition will be permanently removed from the property. Alternatively, these property owners may enter into a partnership arrangement with a designated redeveloper as described in the section discussing relocation.

In general, it is anticipated the Township will only need to use its eminent domain authority on a limited basis and only as a last resort, when private negotiations have reached an impasse or title problems or similar issues prevent a comprehensive and coordinated implementation of the plan. In fact, there also is the possibility that the Township may not have to use its eminent authority at all to implement the West Lake Avenue Redevelopment Plan. However, to ensure full implementation of the plan, the Township reserves its right to do so in accordance with the LRHL and applicable statutes and regulations.

Plan Relationships

Neptune Township 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, the West Lake Avenue Redevelopment Plan is substantially consistent with the Township's Master Plan and Land Use Plan Element of the Master Plan and is designed to effectuate the goals and objectives of the Master Plan and its Land Use Plan Element, including the Neptune Strategic Revitalization Plan.

Adjacent Municipalities

The eastern portion of the redevelopment area abuts the City of Asbury Park. West Lake Avenue becomes Springwood Avenue in Asbury Park. Therefore, from a design and planning perspective, the West Lake Avenue/ Springwood Avenue corridor is closely linked. Recognizing that the corridor in each municipality has similar planning challenges and opportunities, the New Jersey Department of Community Affairs (DCA) and its Office of Smart Growth awarded a joint smart future planning grant to Asbury Park and Neptune Township to address the planning issues in this corridor. Subsequent to the awarding of the grant, Neptune Township has received approval from DCA to proceed on its own in undertaking a redevelopment study and preparation of a redevelopment plan for West Lake Avenue.

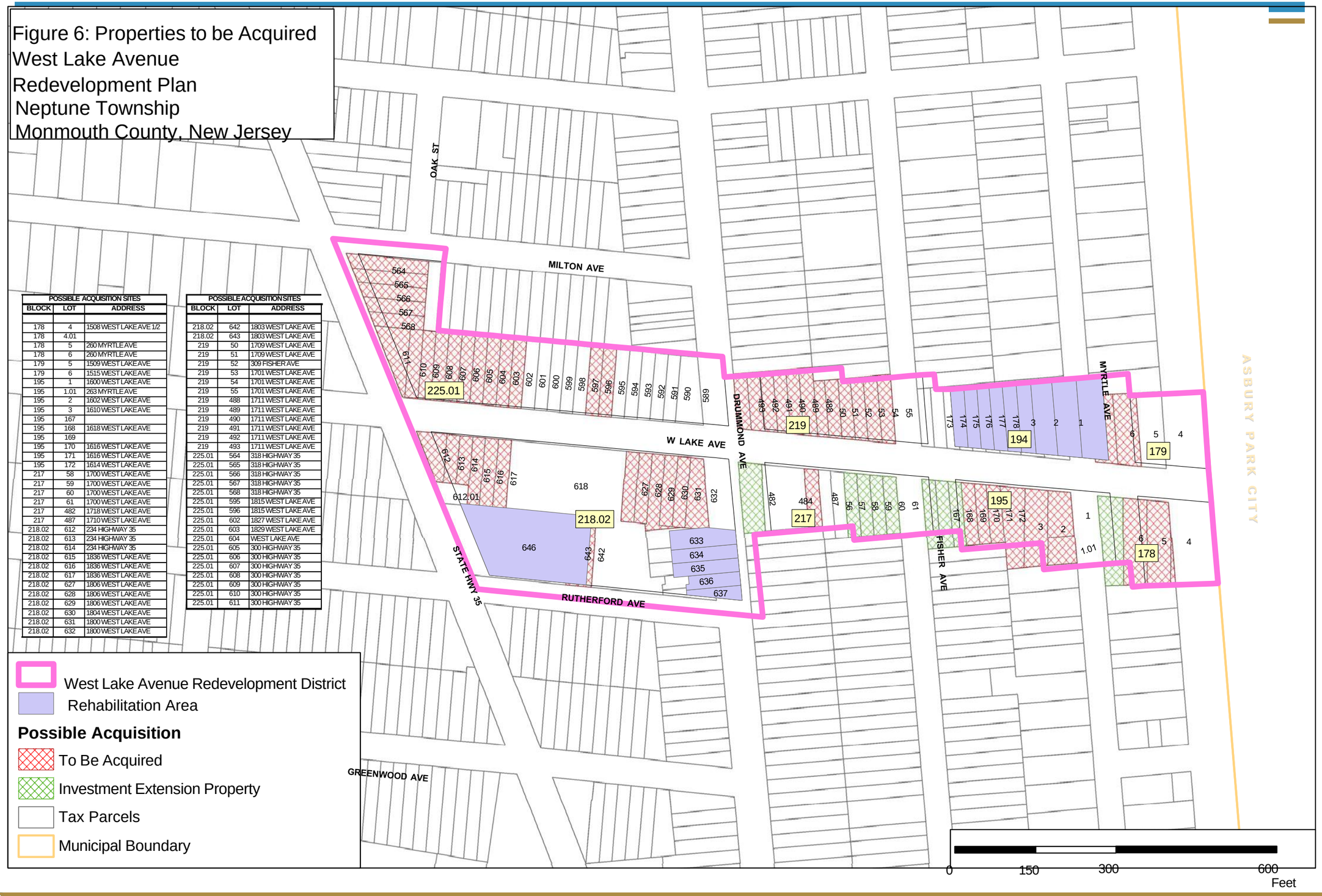
The area in Asbury Park adjacent to West Lake Avenue is in the "Southwest Quadrant" of the City. The City's 2001 Master Plan Reexamination report indicates that the Southwest adopted a plan entitled the Strategic Target Area Rebuilding Spirit (STARS) plan for the area. The STARS plan envisions redevelopment of dilapidated and abandoned structures and development of new residences on the vacant residential lots. Commercial redevelopment of along Springwood Avenue also is an objective of the plan.

The West Lake Avenue Redevelopment Plan is compatible with the Asbury Park redevelopment objectives on Springwood Avenue as enunciated in STARS. Commercial and mixed-use redevelopment on West Lake Avenue will benefit both Neptune residents and the residents of Asbury Park and its adjoining Springwood Avenue neighborhood. The Township will continue to work with Asbury Park to ensure that Neptune's and Asbury Park's redevelopment objectives for this area are mutually beneficial and compatible. No other adjoining municipality is affected by the redevelopment plan.

Figure 6: Properties to be Acquired
West Lake Avenue Redevelopment Plan
Neptune Township
Monmouth County, New Jersey

POSSIBLE ACQUISITION SITES		
BLOCK	LOT	ADDRESS
178	4	1508 WEST LAKE AVE 1/2
178	4.01	
178	5	260 MYRTLE AVE
178	6	260 MYRTLE AVE
179	5	1509 WEST LAKE AVE
179	6	1515 WEST LAKE AVE
195	1	1600 WEST LAKE AVE
195	1.01	263 MYRTLE AVE
195	2	1602 WEST LAKE AVE
195	3	1610 WEST LAKE AVE
195	167	
195	168	1618 WEST LAKE AVE
195	169	
195	170	1616 WEST LAKE AVE
195	171	1616 WEST LAKE AVE
195	172	1614 WEST LAKE AVE
217	58	1700 WEST LAKE AVE
217	59	1700 WEST LAKE AVE
217	60	1700 WEST LAKE AVE
217	61	1700 WEST LAKE AVE
217	482	1718 WEST LAKE AVE
217	487	1710 WEST LAKE AVE
218.02	612	234 HIGHWAY 35
218.02	613	234 HIGHWAY 35
218.02	614	234 HIGHWAY 35
218.02	615	1836 WEST LAKE AVE
218.02	616	1836 WEST LAKE AVE
218.02	617	1836 WEST LAKE AVE
218.02	627	1806 WEST LAKE AVE
218.02	628	1806 WEST LAKE AVE
218.02	629	1806 WEST LAKE AVE
218.02	630	1804 WEST LAKE AVE
218.02	631	1800 WEST LAKE AVE
218.02	632	1800 WEST LAKE AVE

POSSIBLE ACQUISITION SITES		
BLOCK	LOT	ADDRESS
218.02	642	1803 WEST LAKE AVE
218.02	643	1803 WEST LAKE AVE
219	50	1709 WEST LAKE AVE
219	51	1709 WEST LAKE AVE
219	52	309 FISHER AVE
219	53	1701 WEST LAKE AVE
219	54	1701 WEST LAKE AVE
219	55	1701 WEST LAKE AVE
219	488	1711 WEST LAKE AVE
219	489	1711 WEST LAKE AVE
219	490	1711 WEST LAKE AVE
219	491	1711 WEST LAKE AVE
219	492	1711 WEST LAKE AVE
219	493	1711 WEST LAKE AVE
225.01	564	318 HIGHWAY 35
225.01	565	318 HIGHWAY 35
225.01	566	318 HIGHWAY 35
225.01	567	318 HIGHWAY 35
225.01	568	318 HIGHWAY 35
225.01	595	1815 WEST LAKE AVE
225.01	596	1815 WEST LAKE AVE
225.01	602	1827 WEST LAKE AVE
225.01	603	1829 WEST LAKE AVE
225.01	604	WEST LAKE AVE
225.01	605	300 HIGHWAY 35
225.01	606	300 HIGHWAY 35
225.01	607	300 HIGHWAY 35
225.01	608	300 HIGHWAY 35
225.01	609	300 HIGHWAY 35
225.01	610	300 HIGHWAY 35
225.01	611	300 HIGHWAY 35



State Development and Redevelopment Plan

On March 1, 2001, the State Planning Commission ("SPC") adopted the new State Development and Redevelopment Plan ("SDRP"). The SDRP establishes a proposed statewide planning framework that is designed to maintain and revitalize existing cities and towns and organizing new growth in "centers" – compact, mixed-use communities that provide a variety of choices in housing, employment opportunities, entertainment, services, transportation and social interaction. The Whitesville school site is in Metropolitan Planning Area 1 (PA-1) in the SDRP. According to the State Plan, the intent of the Metropolitan Planning Area is to:

- Provide for much of the state's future development;
- 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 State Plan recommends that these goals be addressed by strategies to "… retain and expand employment opportunities…" The West Lake Avenue Redevelopment Plan proposes the redevelopment and revitalization of the West Lake Avenue neighborhood in a manner consistent with the intent of the Metropolitan Planning Area as enunciated in the SDRP.

In addition, the property is located within an area designated by the New Jersey Office of Smart Growth as a Town Center. Town Centers are defined in the SDRP as: "Traditional Designated Centers of commerce or government throughout New Jersey, with diverse residential neighborhoods served by a mixed-use Core offering locally oriented goods and services."

The Redevelopment Plan will advance the SDRP's objectives for neighborhood revitalization, economic redevelopment, and improved quality of life. Therefore, the West Lake Avenue Redevelopment Plan is consistent with the goals and objectives of the 2001 SDRP.

Administrative and Procedural Requirements

Amending the Redevelopment Plan

Upon compliance with the requirements of applicable law, the Township Committee may amend, revise or modify the Redevelopment Plan in general or for specific properties within the redevelopment area, as circumstances may make such changes appropriate. The review and approval of any proposed amendments shall be undertaken in accordance with the procedures set forth in the LRHL.

Duration of Plan

The Redevelopment Plan, as it may be amended from time to time, shall be in full force and effect upon its adoption by ordinance by the Township Committee. The redeveloper agreement may include provisions for a certificate of project completion in accordance with the redevelopment plan.

Conveyance of Land

The Township may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to restrictions, controls and requirements of the Redevelopment Plan, all or any of the properties designated in need of redevelopment within the West Lake Avenue redevelopment plan area that it currently owns or may acquire. The Township may also use its redevelopment powers pursuant to the LRHL to enter into other agreements with a designated redeveloper or redevelopers in connection with the construction of any aspect of the Redevelopment Plan.

Redeveloper Selection

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

1. The redeveloper will be obligated to carry out the specified improvements in accordance with the Redevelopment Plan.

2. The redeveloper, its successors or assigns shall develop the property in accordance with the uses and building requirements specified in the Redevelopment Plan.

3. Until the required improvements are completed and a Certificate of Completion is issued, the redeveloper will not be permitted to sell, lease, or otherwise transfer or dispose of any interest in the property within the Redevelopment Area without the express prior written consent of the Township Committee or, if a redeveloper agreement has been executed, pursuant to the terms of the redeveloper agreement. This condition shall not apply to the transfers of mortgage interests in the property to any lender to the redeveloper in connection with the Redevelopment Plan.

Development Review Process

Preliminary Design Review

All redevelopment projects in the West Lake Avenue Redevelopment Plan area shall be submitted to the Redevelopment Entity for a preliminary design review prior to submission of an application to the Planning Board. Applicants are required to attend a workshop meeting with the Redevelopment Entity or its designated Design Review Committee. The meeting will be used to determine if the proposed redevelopment project is consistent with the Redevelopment Plan and conforms to the core design concepts, building requirements, and architectural design guidelines of the redevelopment plan and provide an opportunity for comment and recommendations on the proposed project by the Redevelopment Entity and its professionals. During preliminary design review, the Redevelopment Entity and, if applicable, its Design Review Committee shall evaluate the project in relationship its consistency with the Redevelopment Plan. Preliminary design review shall focus on how the proposed project relates to and coordinates other elements and phases of the redevelopment plan and how the uses and structures are integrated with and contribute to the quality and function of the West Lake Avenue corridor and neighborhood as presented in the Redevelopment Plan. Prior to the approval of a redevelopment project by the Planning Board, the Design Review Committee and Redevelopment Entity shall provide its findings to the Planning Board and confirm that the proposed project is consistent with the redevelopment plan and adequately addresses the design guidelines contained in the plan.

Planning Board Review

Pursuant to N.J.S.A. 40A12A-13, all development applications for development of sites governed by the West Lake Avenue Redevelopment Plan shall be submitted to the Township's Planning Board for review and approval. The following provisions shall govern review of any proposed redevelopment and rehabilitation projects for these sites:

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

2. Regular maintenance and minor repair shall not require Planning Board review and approval.

3. The Planning Board shall conduct site plan and subdivision review, if applicable, pursuant to N.J.S.A. 40: 55d-1 et seq. and the Township's Land Development Ordinance.

4. As part of site plan approval, the Planning Board may require the redeveloper to furnish performance guarantees pursuant to N.J.S.A. 40:55D-53 and the Neptune Land Development Ordinance. The performance guarantees shall be in favor of the Township of Neptune, and the Township Engineer shall determine the amount of any performance guarantees.

5. Any subdivision of lots or parcels of land within the West Lake Avenue Redevelopment Plan area shall be in compliance with the Redevelopment Plan and reviewed by the Planning Board pursuant to the LRHL and N.J.S.A. 40A:55D-1 et seq.

6. Once a property has been redeveloped in accordance with the Redevelopment Plan, it may not be converted to any use not expressly permitted in this Redevelopment Plan. No non-conforming use, building, or structure may be expanded or made more non-conforming in nature after adoption of this Redevelopment Plan. A use or structure not conforming to the requirements of this Redevelopment Plan may not be reconstructed in the event of its destruction. The Planning Board shall determine the issue of whether the non-conforming use or building structure has been "destroyed."

7. No variances, deviations, or waivers may be granted by the Planning Board which will result in permitting a use prohibited or not expressly permitted within this Redevelopment Plan or which will result in a density that exceeds the densities permitted in this plan.

8. The regulations and controls of this Redevelopment Plan shall be implemented, where applicable, by appropriate covenants, or other provisions, or through agreements for land disposition and conveyance between the redeveloper and municipality pursuant to N.J.S.A. 40A: 12A-8 and 40A:12A-9.

9. Any and all definitions contained within the West Lake Avenue Redevelopment Plan shall prevail. In the absence of a definition, the definition found within the Township's Zoning Ordinance shall prevail. Any and all definitions shall be consistent with the LRHL (N.J.S.A. 40A:12A-1 et seq.)

10. A redeveloper shall be required to pay all applicable escrow fees and other required charges in accordance with applicable provisions of the Township's Land Development Ordinance and New Jersey law. Additionally, a redeveloper may be required to pay for their proportional share of the cost of any studies, plans, reports, or analysis prepared by the Township or its designated redevelopment entity as part of the West Lake Avenue Redevelopment Plan. Any such payments required to reimburse the Township or the redevelopment entity shall be specified in the redeveloper agreement.

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



A rendering of a two-story building that includes some of the architectural details and elements called for in the redevelopment plan, including a signature architectural design feature at the corner of the building, a public plaza with formal seating areas, ornamental building facade and detailing, varied roof lines, and enhanced landscaping features.

APPENDIX A

Permitted Uses

1. Senior Citizen Apartment Building on Block 194.
2. Residential dwellings within a mixed use building
3. Home furnishings stores
4. Radio, television & other electronics stores
5. Computer & software stores
6. Musical instrument Stores
7. Music stores (CDs, cassettes, videos, records)
8. Hardware stores
9. Grocery stores
10. Convenience stores
11. General stores
12. Retail bakeries
13. Delicatessens
14. Butcher shops
15. Fish & seafood markets
16. Fruit & vegetable markets
17. Pharmacies & drug stores
18. Cosmetics, beauty supplies & perfume store
19. Food (health) supplement stores
20. Health & personal care stores
21. Family clothing & apparel stores
22. Lingerie and corset stores
23. Swimwear stores
24. Jewelry stores
25. Shoe stores
26. Hobby, toy & game stores
27. Bicycle stores
28. Sporting goods stores (excluding firearms)
29. Arts & crafts shops
30. Family bookstores
31. Magazine/newspaper stands
32. General merchandise stores
33. Florists / flower shops
34. Gift shops
35. Greeting card stores
36. Seasonal holiday stores
37. Christmas tree sales (outdoor)
38. Office equipment, supplies & stationery stores
39. Pet food & pet supplies stores
41. Art dealers
42. Antique shops
43. Commercial banking
44. Savings institutions
45. Bank
46. Credit unions
47. Consumer lending
48. Real estate credit
49. All other non-depository credit intermediation
50. Financial clearinghouse & reserve activities
51. Investment banking & securities dealing
52. Securities brokerage
53. Direct life Insurance carriers
54. Direct health & medical insurance carriers
55. Insurance agencies & brokerages
56. Claims adjusting
57. All other insurance related activities
58. Offices of real estate agents
59. Offices of real estate appraisers
60. Other activities related to real estate
61. Video tape & disc rental
62. Home health equipment rental
63. Consumer goods rental
64. Musical instrument rental
65. Early childhood education center
66. Vocational School
67. Sports & recreation instruction
68. Art, music, dance & martial-arts instruction
69. All other miscellaneous schools & instruction
70. Offices of physicians (excluding mental health)
71. Offices of physicians, mental health
72. Offices of dentists
73. Offices of chiropractors
74. Offices of optometrists
75. Offices of physical, occupational and speech therapists, and audiologists
76. Offices of podiatrists
77. All other outpatient care centers
78. Diagnostic Imaging centers
79. Home health care services
80. Ambulance and first aid services

81. Nonresidential services for elderly & disabled persons, including adult day care

82. Child Care Center

83. Family Day Care

84. Agents, managers for artists & other public entertainers

90. Independent artists, writers & performers

91. Amusement arcades

92. Public Community Centers

93. Public Parks and recreational facilities

94. Theater, Performing Arts

95. Places of Worship

96. Grantmaking foundations

97. Civic & social organizations

98. Professional organizations

99. Labor unions & similar labor organizations

100. Food service contractors / catering

101. Full-service restaurants

102. Restaurant

103. Restaurant, take-out

104. Snack bars

105. Ice cream parlor

106. Barber & beauty shops, beauty salons & parlors, hairdressers

107. Cosmetic salons & cosmetology services

108. Manicure salon or nail services

109. Wig grooming service

110. Diet & weight reducing centers

111. Depilatory salons (hair removal)

112. Ear piercing services

113. Electrologist's studio

114. Electrolysis studio

115. Scalp treatment

116. Hair replacement

117. Tanning salons

118. Consumer electronics repair & maintenance

119. Household item repair and maintenance

120. Computer & office machine repair & maintenance

121. Communication equipment repair & maintenance

122. Appliance repair & maintenance

123. Furniture cleaning, refinishing and repair shops

124. Musical instrument repair shop

125. Leather goods repair services

126. Shoe repair and shoeshine parlors

127. Bicycle repair shops

128. Locksmiths

129. Laundromat and drycleaners

130. Laundromat and dry-cleaners

131. Linen supply

132. Tailor and mending of garments

133. Film developing services, retail

134. Pet grooming services

135. Offices of lawyers

136. Offices of certified public accountants

137. Other accounting services

138. Architectural services

139. Landscape architectural services

140. Professional planning services

141. Engineering services

142. Building inspection services

143. Custom computer programming services

144. Computer systems design services

145. Computer facilities management services

146. Other computer related services

147. Administration & general management consulting services

148. Other scientific & technical consulting services

149. Advertising agencies

150. Other services related to advertising

151. Photography studios & videography services

152. All other professional, scientific & technical services

153. Office administrative services

154. Facilities support services

155. Employment training and placement agencies

156. Quick printing

157. All other business support services

158. Travel agencies

159. Investigation and security services

160. Security systems services (except locksmiths)

161. Federal, State, County and Municipal offices and facilities

162. Fire department facilities

163. Public safety facilities

164. First aid facilities

165. Board of Education facilities

166. Taxi service

167. Couriers

168. Local messengers & local delivery

169. Film & sound recording studios

170. Outdoor dining facilities in conjunction with a restaurant use.

171. Other uses, which in the opinion of the redevelopment entity, will further the stated purposes of the West Lake Avenue Redevelopment Plan.

Accessory Uses

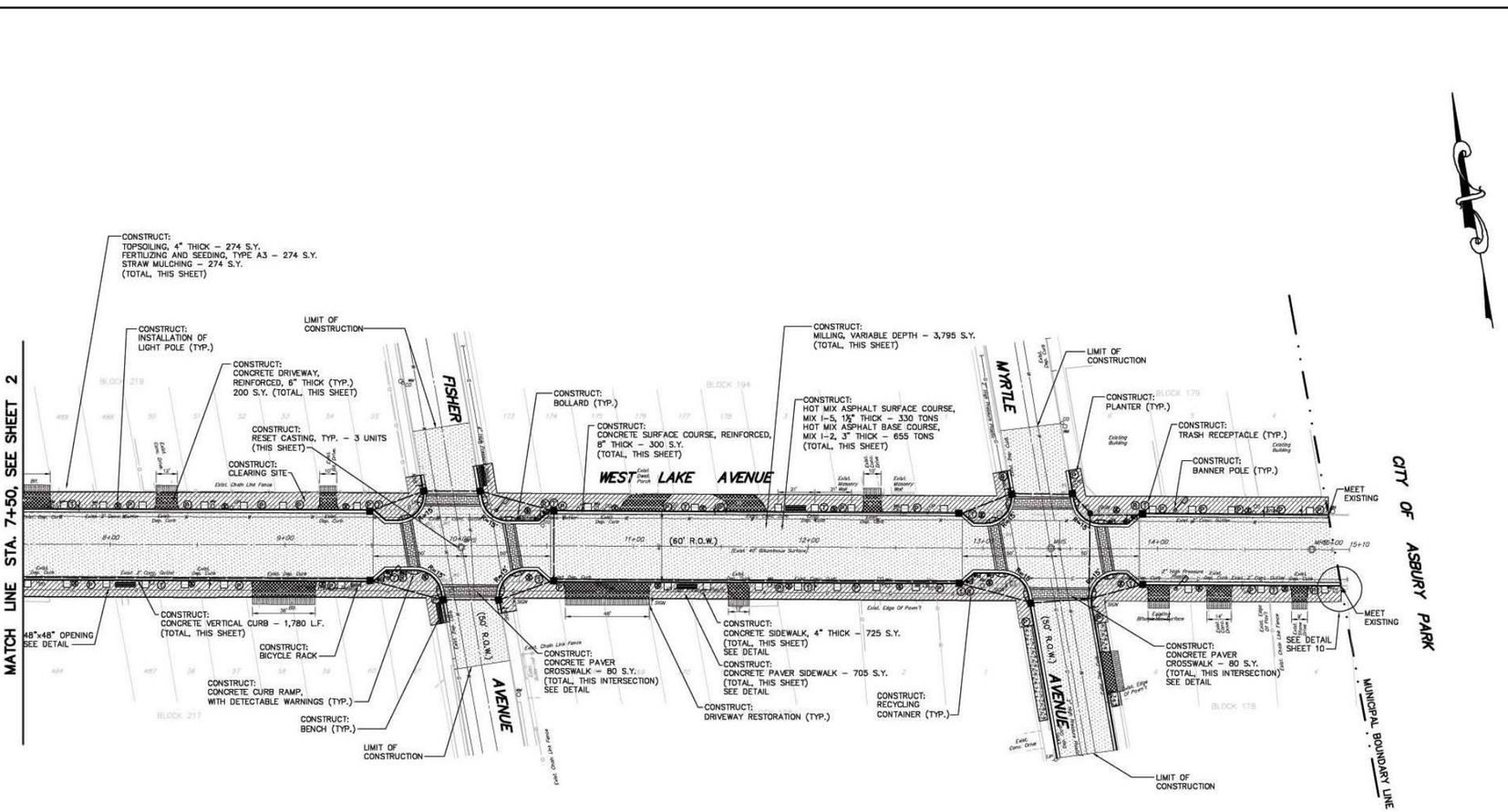
1. Uses accessory and incidental to the principal use.
2. Off-street Parking areas.

Prohibited Uses

1. Auto dependent design/drive-thru businesses
2. Gasoline oriented businesses such as gasoline service stations, automobile repair facilities and auto-body shops.
3. Adult bookstores
4. Outdoor (bulk) display of goods
5. Pawn shops

APPENDIX B

NJDOT Streetscape Improvement Maps



LEGEND

- EXISTING MANHOLE SANITARY SEWER
- EXISTING CATCH BASIN STORM DRAIN
- EXISTING MANHOLE STATE HIGHWAY DEPARTMENT
- EXISTING UTILITY POLE
- EXISTING WATER METER
- EXISTING CLEAN-OUT SANITARY SEWER
- EXISTING HYDRANT
- EXISTING WATER VALVE
- EXISTING PAVEMENT GRADE
- PROPOSED GRADE
- PROPOSED INLET
- PROPOSED MANHOLE
- PEDESTRIAN WALK
- CONCRETE PAVER CROSSWALK
- HMA SURFACE COURSE, MIX I-5 HMA BASE COURSE MIX I-2
- CONCRETE DRIVEWAY, REINFORCED, 6" THICK
- DRIVEWAY RESTORATION
- CONCRETE SIDEWALK

NOTES:

1. CLEARING SITE SHALL BE IN ACCORDANCE WITH SECTION 201 OF THE SPECIFICATIONS. PAYMENT WILL BE MADE AS A LUMP SUM.
2. PEDESTRIAN WALK PATTERN SHALL BE CONSTRUCTED AS PER THE DETAIL.
3. ROUTE 35/WEST LAKE AVENUE INTERSECTION IS SIGNALIZED. CONTRACTOR SHALL MAINTAIN SIGNAL DURING CONSTRUCTION AND REPLACE LOOP DETECTION DAMAGED AS A RESULT OF WORK.
4. PRIOR TO PEDESTRIAN WALK AND APRON CONSTRUCTION, ALL WATER METERS, VALVE BOXES, AND CLEANOUTS SHALL BE RESET.
5. CONTRACTOR TO INSTALL 2" DIAMETER CONDUIT (24" DEEP) BEHIND BACK OF CURB FACE UNDER NEW CONCRETE APRONS, SIDEWALK, AND PAVER SIDEWALK.
6. CONCRETE DRIVEWAY RESTORATION SHALL BE PAID FOR UNDER THE PAY ITEM "CONCRETE DRIVEWAY, REINFORCED, 6" THICK".
7. DRIVEWAY RESTORATION FOR BITUMINOUS AND GRAVEL DRIVEWAYS SHALL BE IN ACCORADANCE WITH SECTION 807 OF THE SPECIFICATIONS.
8. DENSE GRADED AGGREGATE SHALL BE INSTALLED IN THE ROADWAY IF AND WHERE DIRECTED BY THE ENGINEER IN THE FIELD.
9. SPACING OF TREES SHALL BE 22-1/2' C.C. UNLESS OTHERWISE NOTED.
10. ALL EXISTING FENCES SHALL BE REMOVED AND RESET 6" BEHIND NEW SIDEWALK.
11. DISTURBED LAWN AREAS SHALL BE RESTORED IN ACCORDANCE WITH SECTIONS 806, 808, AND 811 OF THE SPECIFICATIONS.
12. ALL CONCRETE CURB RAMPS SHALL BE MARKED WITH DETECTABLE WARNINGS (TRUNCATED DOMES), IN ACCORDANCE WITH THE DETAIL ON THE DETAILS SHEET.
13. CONTRACTOR SHALL BE RESPONSIBLE FOR COORDINATING WITH JCP&L THE INSTALLATION OF LIGHT POLES AND ALL ELECTRICAL WORK REQUIRED FOR COMPLETE SERVICE. ALL WORK SHALL BE PAID FOR UNDER THE LUMP SUM PAY ITEM "COORDINATION WITH JCP&L FOR LIGHTING INSTALLATION."
14. ALL STREETSCAPE AMENITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE CONSTRUCTION DETAILS AND THE MANUFACTURER'S RECOMMENDATIONS.
15. ALL BENCHES SHALL BE INSTALLED WITH THEIR BACKS TO THE CURB.
16. ALL STREETSCAPE AMENITIES SHALL BE SET TRUE TO LEVEL.
17. PRIOR TO PERMANENT INSTALLATION OF LIGHTING AND STREETSCAPE AMENITIES, LOCATIONS SHALL BE FIELD VERIFIED BY THE ENGINEER AND ARCHITECT DURING A FINAL WALK-THROUGH OF THE SITE.
18. EACH PROPOSED PLANTER SHALL RECEIVE AN INKBERRY HOLLY SHRUB (ILEX GLABRA), 24"-30" HEIGHT, B&B.
19. QUANTITIES SHOWN FOR STREETSCAPE AMENITIES ARE FOR INSTALLATION. EXTRA ITEMS SHALL BE ORDERED IN ACCORDANCE WITH THE QUANTITIES IN THE SCHEDULE OF PRICES IN THE SPECIFICATIONS. CONTRACTOR SHALL COORDINATE WITH OWNER THE STORAGE OF EXTRA ITEMS.
20. A SQUARE CONCRETE COLLAR SHALL BE CONSTRUCTED AROUND ALL CASTINGS AND VALVES LOCATED WITHIN THE PAVER SIDEWALK AREA. COSTS SHALL BE INCLUDED IN THE PAY ITEM "CONCRETE PAVER SIDEWALK."

LIGHTING LEGEND

⊗	PROPOSED JCP&L LIGHT	22 UNITS

STREETSCAPE AMENITIES LEGEND

T	PROPOSED TRASH RECEPTACLE	14 UNITS
R	PROPOSED RECYCLING CONTAINER	4 UNITS
P	PROPOSED PLANTER	28 UNITS
B	PROPOSED BOLLARD	12 UNITS
	PROPOSED BENCH	5 UNITS
	PROPOSED BICYCLE RACK	1 UNIT
	PROPOSED BANNER POLE	4 UNITS

0 10 20 30 60 90 120
GRAPHIC SCALE

No.	REVISION	DATE	BY	CHKD
3	ADDED DRIVEWAY APRONS	1/28/04	MJC	RG
2	TOTAL NUMBER OF SHEETS	1/12/04	MJC	RG
1	PER ALIOT COMMENTS	1/9/04	MJC	RG

BIRDSALL ENGINEERING, INC.
CONSULTING & ENVIRONMENTAL ENGINEERS
411 INDUSTRIAL WAY WEST - EATONTOWN - NJ - 07724
P - 732-380-1700 - FAX - 732-380-1701 - WWW.BIRDSALL.COM
CERTIFICATE OF AUTHORIZATION No. 24GA27998600

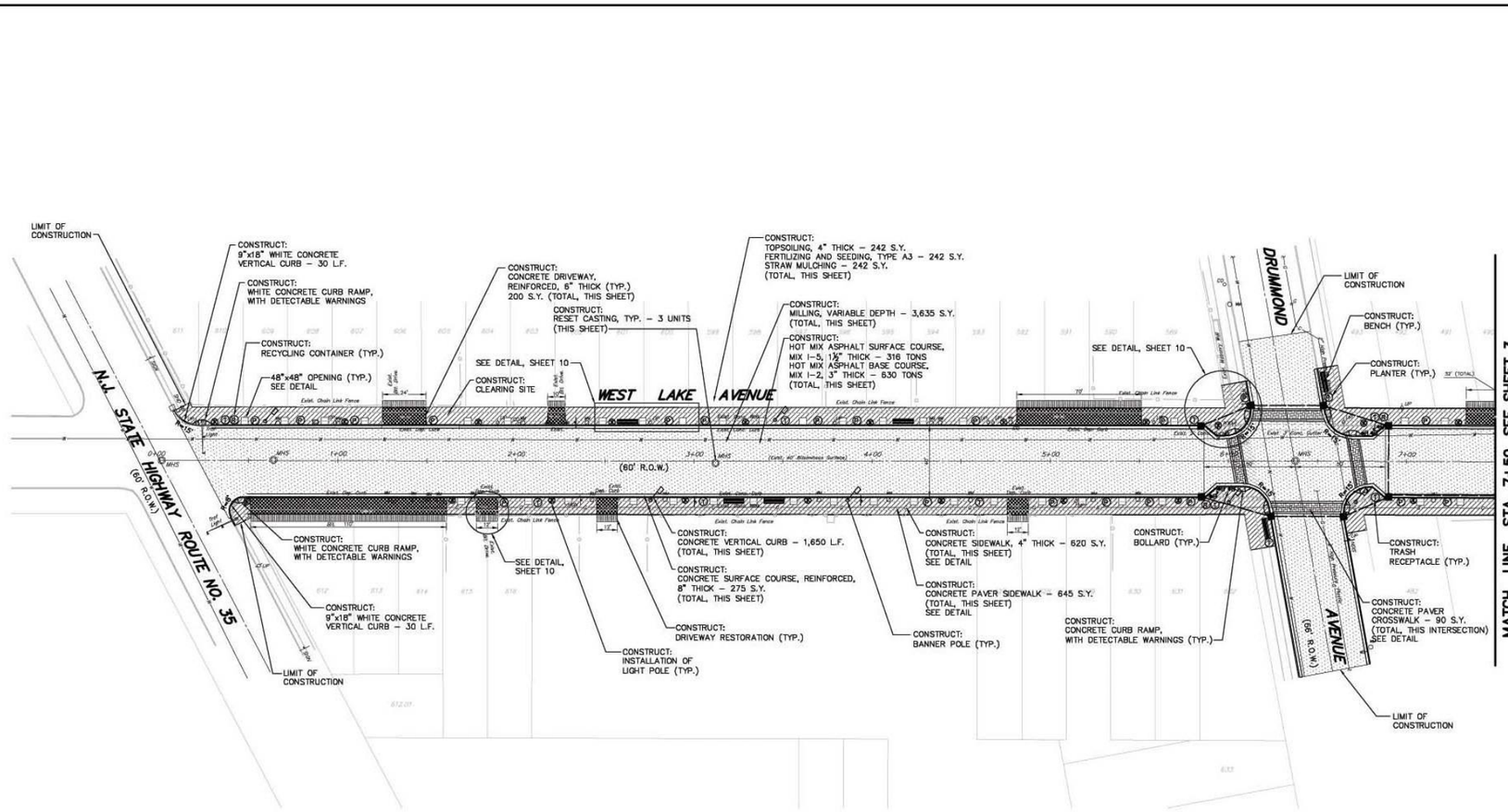
DATE:
GERALD J. FREDA, P.E.
PROFESSIONAL ENGINEER
N.J. Lic. No. 38546

TOWNSHIP OF NEPTUNE
MONMOUTH COUNTY
NEW JERSEY

CONSTRUCTION PLAN
STA. 7+50 TO STA. 15+00
WEST LAKE AVENUE NEIGHBORHOOD CENTER AND STREETSCAPE PROJECT

Job No. 200007400004
Scale: (H) 1"=30' (V)
Drawn CAL | Designed R.G.
SHEET No. 3 OF 14

Plotted: 08/11/04 – 9:17 AM, By: dbopf
File: P:\Jobs\2000074000\04\Dwg\WEST LAKE AVENUE.dwg ——> CONST PLAN 7+50 – 15+00



LEGEND

- EXISTING MANHOLE SANITARY SEWER
- EXISTING CATCH BASIN STORM DRAIN
- EXISTING MANHOLE STATE HIGHWAY DEPARTMENT
- EXISTING UTILITY POLE
- EXISTING WATER METER
- EXISTING CLEAN–OUT SANITARY SEWER
- EXISTING HYDRANT
- EXISTING WATER VALVE
- EXISTING PAVEMENT GRADE
- 97.90TC 97.40G PROPOSED GRADE
- PROPOSED INLET
- PROPOSED MANHOLE
- PEDESTRIAN WALK
- CONCRETE PAVER CROSSWALK
- HMA SURFACE COURSE MIX I–5 HMA BASE COURSE MIX I–2
- CONCRETE DRIVEWAY, REINFORCED, 6" THICK
- DRIVEWAY RESTORATION
- CONCRETE SIDEWALK

NOTES:

1. CLEARING SITE SHALL BE IN ACCORDANCE WITH SECTION 201 OF THE SPECIFICATIONS. PAYMENT WILL BE MADE AS A LUMP SUM.
2. PEDESTRIAN WALK PATTERN SHALL BE CONSTRUCTED AS PER THE DETAIL.
3. ROUTE 35/WEST LAKE AVENUE INTERSECTION IS SIGNALIZED. CONTRACTOR SHALL MAINTAIN SIGNAL DURING CONSTRUCTION AND REPLACE LOOP DETECTION DAMAGED AS A RESULT OF WORK.
4. PRIOR TO PEDESTRIAN WALK AND APRON CONSTRUCTION, ALL WATER METERS, VALVE BOXES, AND CLEANOUTS SHALL BE RESET.
5. CONTRACTOR TO INSTALL 2" DIAMETER CONDUIT (24" DEEP) BEHIND BACK OF CURB FACE UNDER NEW CONCRETE APRONS, SIDEWALK, AND PAVER SIDEWALK.
6. CONCRETE DRIVEWAY RESTORATION SHALL BE PAID FOR UNDER THE PAY ITEM "CONCRETE DRIVEWAY, REINFORCED, 6" THICK".
7. DRIVEWAY RESTORATION FOR BITUMINOUS AND GRAVEL DRIVEWAYS SHALL BE IN ACCORADANCE WITH SECTION 607 OF THE SPECIFICATIONS.
8. DENSE GRADED AGGREGATE SHALL BE INSTALLED IN THE ROADWAY IF AND WHERE DIRECTED BY THE ENGINEER IN THE FIELD.
9. SPACING OF TREES SHALL BE 22–1/2' C.C. UNLESS OTHERWISE NOTED.
10. ALL EXISTING FENCES SHALL BE REMOVED AND RESET 6" BEHIND NEW SIDEWALK.
11. DISTURBED LAWN AREAS SHALL BE RESTORED IN ACCORDANCE WITH SECTIONS 806, 808, AND 811 OF THE SPECIFICATIONS.
12. ALL CONCRETE CURB RAMPS SHALL BE MARKED WITH DETECTABLE WARNINGS (TRUNCATED DOMES), IN ACCORDANCE WITH THE DETAIL ON THE DETAILS SHEET.
13. CONTRACTOR SHALL BE RESPONSIBLE FOR COORDINATING WITH JCP&L THE INSTALLATION OF LIGHT POLES AND ALL ELECTRICAL WORK REQUIRED FOR COMPLETE SERVICE. ALL WORK SHALL BE PAID FOR UNDER THE LUMP SUM PAY ITEM "COORDINATION WITH JCP&L FOR LIGHTING INSTALLATION."
14. ALL STREETSCAPE AMENITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE CONSTRUCTION DETAILS AND THE MANUFACTURER'S RECOMMENDATIONS.
15. ALL BENCHES SHALL BE INSTALLED WITH THEIR BACKS TO THE CURB.
16. ALL STREETSCAPE AMENITIES SHALL BE SET TRUE TO LEVEL.
17. PRIOR TO PERMANENT INSTALLATION OF LIGHTING AND STREETSCAPE AMENITIES, LOCATIONS SHALL BE FIELD VERIFIED BY THE ENGINEER AND ARCHITECT DURING A FINAL WALK–THROUGH OF THE SITE.
18. EACH PROPOSED PLANTER SHALL RECEIVE AN INKBERRY HOLLY SHRUB (ILEX GLABRA), 24"–30" HEIGHT, B&B.
19. QUANTITIES SHOWN FOR STREETSCAPE AMENITIES ARE FOR INSTALLATION. EXTRA ITEMS SHALL BE ORDERED IN ACCORDANCE WITH THE QUANTITIES IN THE SCHEDULE OF PRICES IN THE SPECIFICATIONS. CONTRACTOR SHALL COORDINATE WITH OWNER THE STORAGE OF EXTRA ITEMS.
20. A SQUARE CONCRETE COLLAR SHALL BE CONSTRUCTED AROUND ALL CASTINGS AND VALVES LOCATED WITHIN THE PAVER SIDEWALK AREA. COSTS SHALL BE INCLUDED IN THE PAY ITEM "CONCRETE PAVER SIDEWALK."

LIGHTING LEGEND

⊗	PROPOSED JCP&L LIGHT	20 UNITS

STREETSCAPE AMENITIES LEGEND

T	PROPOSED TRASH RECEPTACLE	10 UNITS
R	PROPOSED RECYCLING CONTAINER	3 UNITS
P	PROPOSED PLANTER	21 UNITS
	PROPOSED BOLLARD	6 UNITS
	PROPOSED BENCH	6 UNITS
	PROPOSED BICYCLE RACK	----
	PROPOSED BANNER POLE	6 UNITS

GRAPHIC SCALE 0 10 20 30 60 90 120

No.	REVISION	DATE	BY	CHKD
3	PER ITWA COMMENTS	5/25/04	MJC	GJF
2	TOTAL NUMBER OF SHEETS	1/12/04	MJC	RG
1	PER KLEIST COMMENTS	1/9/04	MJC	RG

BIRDSALL ENGINEERING, INC.
CONSULTING & ENVIRONMENTAL ENGINEERS
411 INDUSTRIAL WAY WEST – EATONTOWN – NJ – 07724
P – 732.380.1700 F – 732.380.1701
CERTIFICATE OF AUTHORIZATION No. 24GA27998600

DATE:
GERALD J. FREDA, P.E.
PROJECT ENGINEER
N.J. LIC. No. 38549

TOWNSHIP OF NEPTUNE
MONMOUTH COUNTY
NEW JERSEY

CONSTRUCTION PLAN
STA. 0+00 TO STA. 7+50
WEST LAKE AVENUE NEIGHBORHOOD CENTER AND STREETSCAPE PROJECT

Job No. 2000074000004
Scale: (H) 1"=30' (V)
Drawn CAL | Designed R.G.
SHEET No. 2 OF 14

Plotted: 08/11/04 – 9:15 AM By: dbrief
File: P:\Jobs\2000074000004\dwg\WEST LAKE AVENUE.dwg ----> CONST. PLAN 0+00 – 7+50