



**Amended
Redevelopment Plan
Ocean Grove North End**

Redevelopment Plan Ocean Grove North End

**Township of Neptune
Monmouth County, New Jersey**

Prepared for:

Neptune Township Planning Board

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This original of this document has been signed and sealed in accordance with New Jersey Law.
Amendment Adopted by the Neptune Township Committee on _____, 2023



Neptune
Township

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Introduction

The Ocean Grove North End Redevelopment Plan provides a planning framework for the redevelopment and revitalization of the former North End Hotel site situated at the north end of the Ocean Grove oceanfront and boardwalk. The plan envisions the redevelopment of the site into a new mixed-use community with a hotel and combination of multifamily, single-family residential and commercial uses, including public spaces and amenities. The purpose of the plan is to reclaim the North End site as the northern anchor to Ocean Grove's oceanfront and the restoration of its historic use as a hotel and destination for the residents of and visitors to Ocean Grove, while providing for new opportunities for employment and housing within the Township, as well as enhanced public access to the Wesley Lake waterfront and the oceanfront and beach areas of the Township.

Because of the historic significance of Ocean Grove and viability and character of adjoining residential neighborhoods, the design standards of the Ocean Grove North End Redevelopment Plan have been carefully crafted to ensure that the

redevelopment of the site is compatible with the historic character of Ocean Grove and is consistent in scale and design to the surrounding area.

Given the importance of this site to Ocean Grove and its residents, this plan was developed in conjunction with an extensive community visioning process in which members of the public had an opportunity to comment on all aspects of the plan and its proposed design standards and requirements. Accordingly, the final plan and its core design elements reflect the input of the Ocean Grove community in creating a new vision for the North End.

Redevelopment Area Designation

On September 11, 2006, the Neptune Township Committee adopted Resolution No.06-520 which authorized the Neptune Township Planning Board to undertake a preliminary investigation to determine if the following properties meet the statutory criteria for "an area in need of redevelopment:"

- Block 1, Lot 1;
- Block 1, Lot 2;
- Block 1.01, Lot 3; and,
- Block 1.01, Part of Lot 1.

Resolution 06-520 was amended on September 25, 2006 by Resolution 06-548 to include the following properties:

- Block 146.03, Part of Lot 1; and,
- Block 146.03, Part of Lot 2.

The complete redevelopment study area is depicted in Figure 1.

A Community Forum was conducted by the municipality in Ocean Grove on November 9, 2006 to provide information to the citizens concerning the possible municipal actions and the process.

The Planning Board conducted public hearings on November 29, December 19, and December 27, 2006. During the hearings, the Planning Board reviewed the findings of the Redevelopment Study and Preliminary Investigation Report and provided an opportunity for extensive public comments.

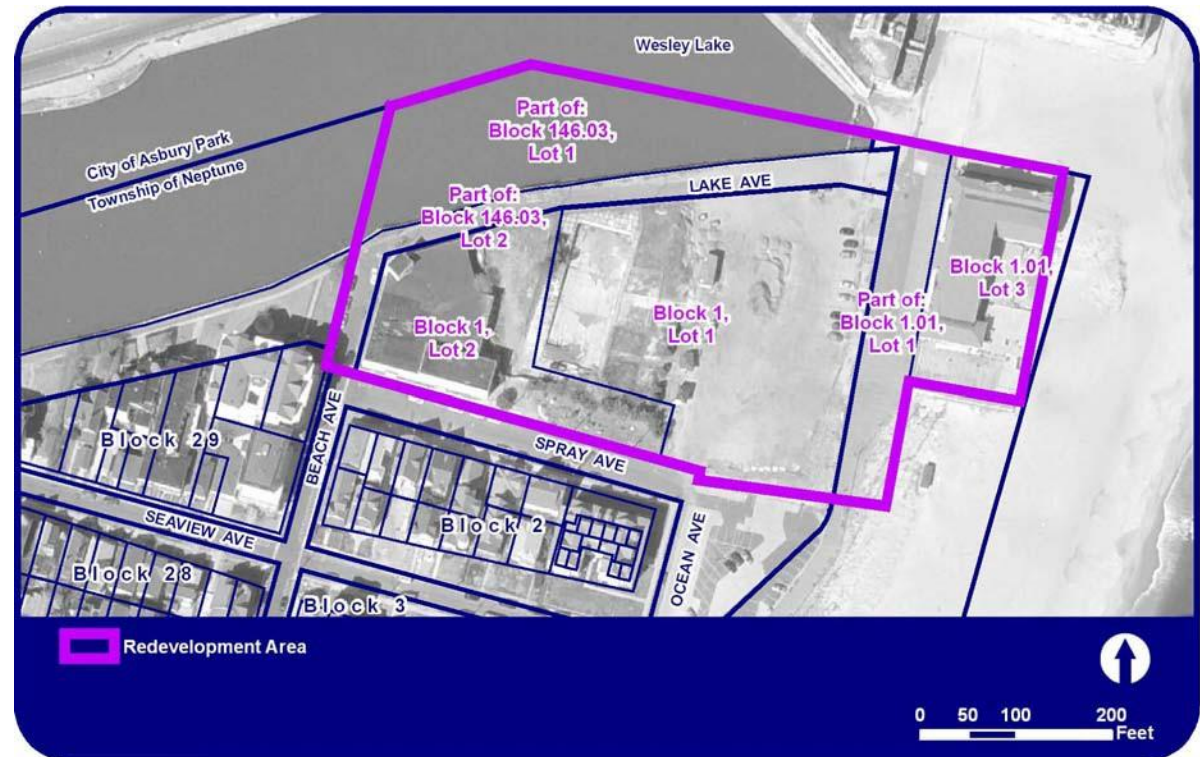
The Planning Board recommended on December 27th that the Township Committee designate the subject properties within the study area in need of redevelopment. On June 11, 2007, the Neptune Township Committee by Resolution No. 07-310 agreed with the

Planning Board's findings and deemed the area to be an area in need of redevelopment.

Community Visioning

There has been considerable public outreach in the preparation of this Redevelopment Plan. The Neptune Township Committee conducted a number of meetings to obtain the opinions and comments of the public to guide the preparation of this plan. Two "visioning sessions" were held at the municipal building on March 29 and March 31 (Saturday) 2007 to review potential development on the subject site with the public. On May 10, 2007 the Township Committee reviewed with the public at a special meeting the results of the visioning sessions to obtain further input. Finally, Township officials discussed the redevelopment process and options for implementing the community's vision in another special meeting on May 31, 2007, and conducted an additional public meeting on September 17, 2007 to review the initial draft Redevelopment Plan prior to formal action by the Committee. In addition, the initial draft plan was referred to the Township's Historic Preservation Commission (HPC) for its review and comment. The HPC submitted a report to

Figure 1. Location of Redevelopment Area



The Redevelopment Plan Area comprises: Block 1, Lots 1 and 2; Block 1.01, Lot 3 and Part of Lot 1; and, Block 146.03, Part of Lots 1 and 2

The Township Committee in December 2007. A workshop meeting of the Neptune Township Committee was held on January 7, 2008 to review the comments of the HPC, a report of the Ocean Grove Homeowners Association and an analysis by the Ocean Grove Camp Meeting Association. The workshop provided the opportunity for the

Township Committee to review each report with representatives of each group.

The Township Committee approved revisions to the draft Redevelopment Plan at the January 7th workshop meeting and forwarded the revised plan to the Township Planning Board on January 14, 2008.

On January 23, 2008, the Planning Board provided its recommendations to the Township Committee, including an identification of areas where the proposed redevelopment plan was inconsistent with the Land Use Plan Element of the Master Plan. These inconsistencies are discussed in further detail in Master Plan Relationships.

Redevelopment Area

The area in need of redevelopment is located in the Ocean Grove section of Neptune Township, and is adjacent to the Township's border with the City of Asbury Park. The area has frontage on Spray Avenue, and extends from Beach Avenue eastward to include a beachfront property that is located East of Ocean Grove's Boardwalk promenade. Some of the northern portions of the area are situated within the area of Wesley Lake. In total, the redevelopment area consists of approximately 5.60 acres.

Table 1:
Ocean Grove North End
Redevelopment Area

Area Name	Acres
Block 1, Lot 1	1.98
Block 1, Lot 2	0.92
Block 1.01, Lot 3	0.66
Subtotal	3.56
Boardwalk (Part of Block 1.01, Lot 1)	0.50
Beach Avenue, Lake Avenue and Wesley Lake (Part of Block 146.03, Lot 1)	1.54
Subtotal	2.04
Total Area	5.60

The area consists of a mix of vacant and commercial uses, as well as areas that serve as public access ways. Retail and restaurant uses are among the uses that are found in an existing commercial building east of the boardwalk promenade. The largest portion of the tract is the site of the former North End Hotel. The site is now primarily vacant with the deteriorated remnants of a swimming pool and a masonry building, both of which were associated with the prior hotel use. The remaining areas are occupied by Wesley Lake, Ocean Grove's boardwalk promenade, and the right-of-way of Lake Avenue.

Statutory Requirements

This Redevelopment Plan was written pursuant to Section 7 of the Local Redevelopment and Housing Law (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 redevelopment 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
 - 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.)

Redevelopment Plan

Redevelopment Plan Objectives

The overall goal of the Ocean Grove North End Redevelopment Plan is the redevelopment of the site into a year round, mixed-use community with a hotel and combination of residential and commercial uses, including restaurants and public spaces and amenities. In support of this goal, the plan includes the following objectives:

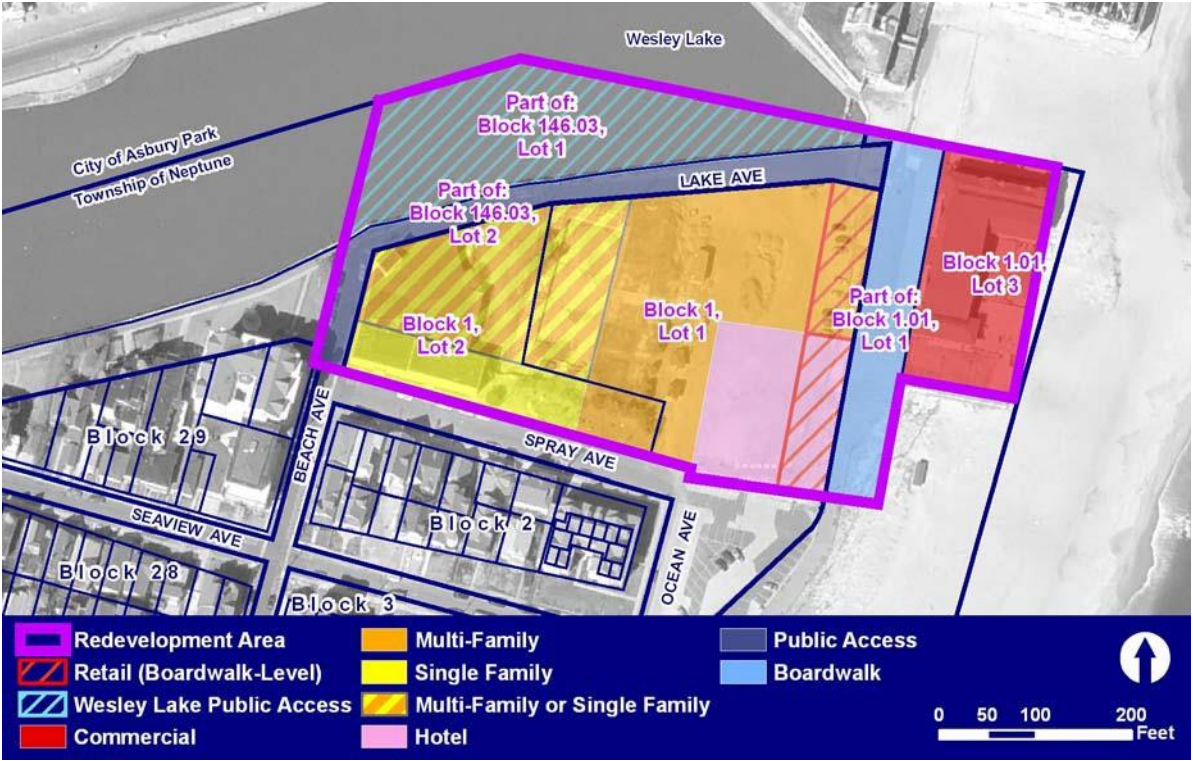
- Improve the aesthetics of the North End area through context-sensitive development
- Foster tourism and destination activities for Ocean Grove
- Promote development that is compatible to the scale and complementary to the historic character of Ocean Grove
- Improve public access to Wesley Lake and the oceanfront
- Rehabilitate and improve the Ocean Grove North End boardwalk
- Replace the lakefront retaining wall in a cost efficient manner
- Provide public amenities to create safe and aesthetically appealing public spaces and areas for pedestrians

North End Redevelopment District

In order to implement the vision for the area, this plan creates a North End Redevelopment District to regulate the uses and building requirements in the area.

The Plan’s purpose is to create a mixed-use community and destination complimentary to the scale and historical context of Ocean Grove. The Plan is proposed to include single family detached residences, townhouses, multifamily condominium dwellings, a hotel of not more than 80 rooms and retail commercial space. The community will be year round, consistent with the change, which has occurred in Ocean Grove over the last several decades. The hotel and residential units will enjoy views of the Atlantic Ocean and Wesley Lake.

Figure 2: Land Use Plan



Land Use Plan

The land use plan for the Ocean Grove North End Redevelopment Plan Area is shown in Figure 2. The land use plan consists of several elements.

Plan Elements

Hotel: The first element of the land use plan is a proposed hotel. The proposed hotel will be located at the southeast corner of the portion of the tract west of the boardwalk and will be the most visible structure on the site. Accordingly, the architectural design, size, and mass of the building are critical. Therefore, the hotel should be designed as a grand or iconic structure consistent with the

historic use of the site and its role of the northern terminus of the grand public space consisting of the Boardwalk/Beach area of Ocean Grove. The building should be limited to 65 feet in height. The front ingress of the hotel will be situated at the terminus of Ocean Avenue and will include a public plaza and grand entrance into the development. Turrets will provide a landmark architectural design element. The hotel will be limited to no more than 80 rooms.

Residential: The second element of the land use plan is new residential development. The residential portion of the redevelopment area will be situated on the western side of Block 1 and the structures may be located along Spray Avenue, Lake Avenue, and Beach Avenue. The maximum height of the multifamily structures should be limited to forty-eight (48) feet.

Single-family detached dwellings are permitted, in accordance with the HD-O Zone District. Single-family detached dwellings shall be situated along the Spray Avenue frontage across from the existing single-family residences on the south side of Spray Avenue. The single-family land use will provide a transition between the new mixed-use development and the existing residential neighborhood.

A different architectural style for the hotel and the residences is required. Variation in the architectural styles of the residential structures, within the general Ocean Grove historic theme, is required along Spray Avenue to reduce uniformity. This is less of an issue on the North side of the development facing Asbury Park.

Specifically, the architecture of residential dwellings should provide an appearance of separate residential structures consistent with the character of Ocean Grove. This can be achieved through variation in heights, mass, architectural styles, trim and color palate, and building materials, as well as offsets in the building façade on Spray Avenue and other appropriate techniques (e.g., different rooflines, porch design, and fenestration) to suggest different building types. The architectural forms and treatments of residential dwellings shall be consistent with the Ocean Grove Historic District Architectural Design Guidelines, as may be set forth in a negotiated Redevelopment Agreement. Consistency with the Design Guidelines shall refer to the forms and treatment of the facades unless otherwise specifically negotiated in a Redevelopment Agreement.

Boardwalk: The site is bisected by the boardwalk which provides pedestrian access to Asbury Park to the North and the Ocean

Grove beachfront. The designated redeveloper will be required to enhance and improve this boardwalk area and create a gateway design feature at the north end of the boardwalk. Retail uses will be permitted along the boardwalk.

Pavilion: The final element of the land use plan is the existing pavilion building located on the beachfront and along the boardwalk. This is an existing building with two stories. The building contains several seasonal retail uses and a restaurant. The land use plan envisions the continued use of the building with commercial and restaurant uses, provided such uses are consistent with New Jersey coastal regulations.

The distribution of land uses by area is shown in Table 2.

Table 2: Proposed Land Use Areas

Land Use	Acres
Residential ¹	2.37
Hotel	0.53
Commercial (Pavilion)	0.66
Subtotal	3.56
Public Areas (Beach Avenue, Lake Avenue, Boardwalk, and Wesley Lake)	2.04
Subtotal	2.04
Total Area	5.60

¹ With mixed-uses along the Boardwalk

Residential Density

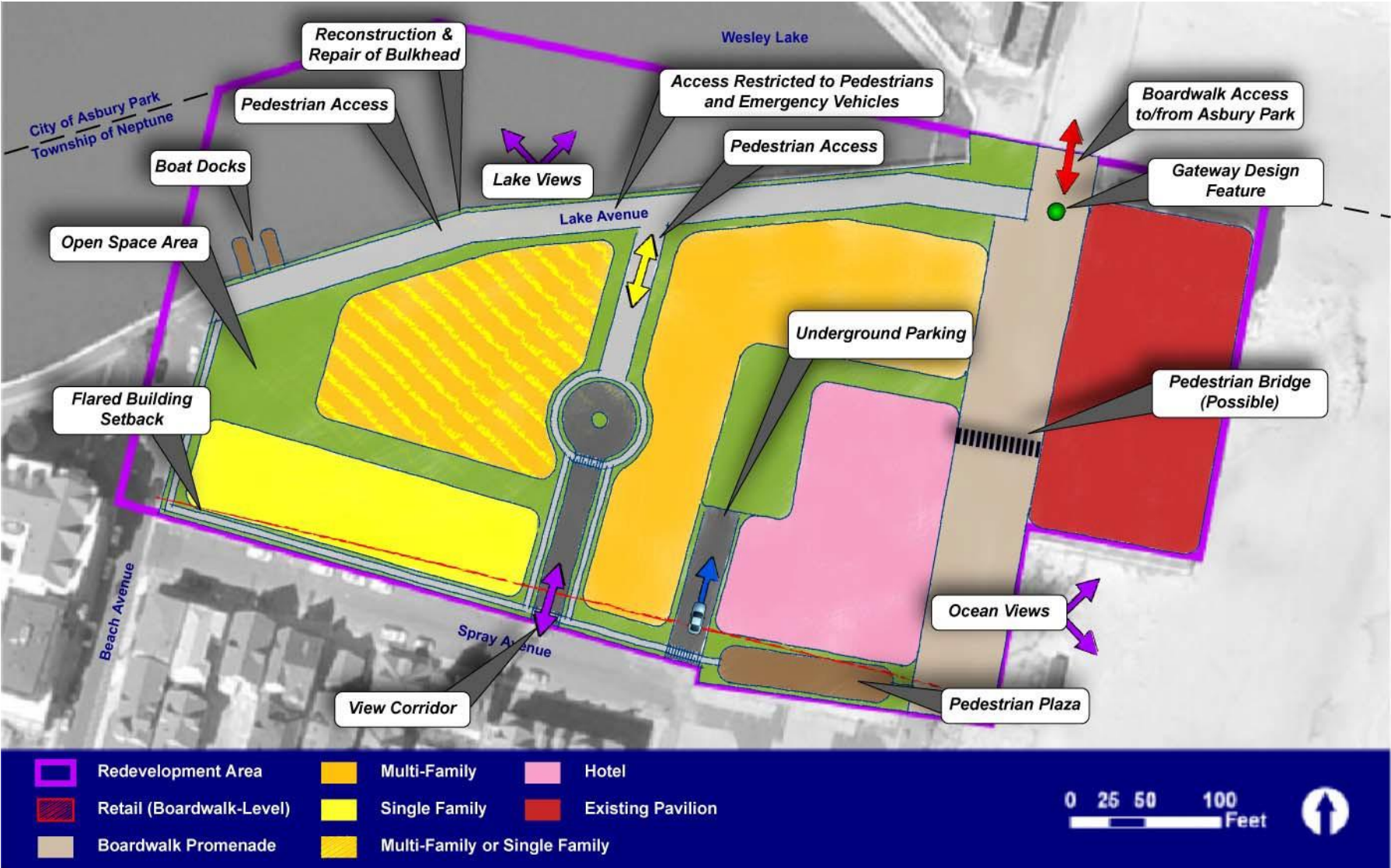
A maximum of 85 residential units are permitted within the 2.37 acres of the site identified in the land use plan for residential development. This corresponds to a maximum net residential density of approximately 36 units per acre (85 units ÷ 2.37 acres = 35.86 units per acre). This compares to a maximum density of 48 units per acre permitted in the HD-R-2 Multi- Family Residential District in Ocean Grove.

Core Design Concepts

The core design concepts that should be addressed in any redevelopment project are as follows:

1. **Hotel:** The plan incorporates the concept of an iconic or grand hotel structure located at the boardwalk and at the end of Ocean Avenue, consistent with the historic use of the site. The hotel will provide a visible landmark anchoring the northern terminus of the grand public space situated at the juncture of the boardwalk, the beach and Ocean Avenue.

Figure 3: Core Design Concepts



2. **Waterfront Promenade:** Pedestrian access must be provided along Wesley Lake. The promenade will be used by residents of the redevelopment area, Ocean Grove residents, and the public. Pedestrian access through the redevelopment project area shall also be provided.
3. **Scenic Water Views through Development:** The views of Wesley Lake are important to the residents and property owners that adjoin the redevelopment area. The redevelopment project shall maximize, where practical, the view of Wesley Lake from Spray Avenue. The plan proposes a view corridor that could include a pedestrian access way, public open space, or midblock streets that extend the street grid.
4. **Architectural Features Consistent with the Ocean Grove Historic District:** Consistency with the architectural heritage of Ocean Grove is a critical design element of the project. The Ocean Grove Historic District is on the New Jersey and National Register of Historic Places. The design of all structures in the redevelopment plan area shall be consistent with the historic style and period of significance of Ocean Grove.

As provided for herein, the Neptune Historic Preservation Commission may review the architectural plans for each building in the development to consider consistency with the historic design guidelines. Following its review, the Historic Preservation Commission may submit any recommendations to the Neptune Township Planning Board in advance of a public hearing before the Planning Board, as further set forth herein; provided however, that any single family homes to be constructed as part of a project shall continue to require a Certificate of Appropriateness from the HPC, notwithstanding anything to the contrary herein.

5. **Gateway Features:** The location of the North End Redevelopment Area represents the entrance to Ocean Grove from Asbury Park. As such, the development should contain a signature architectural design feature on the north end of the boardwalk to provide a visual landmark for Ocean Grove and a gateway to the Township from Asbury Park.
6. **Off-Street Parking:**
 - a. Sufficient on-site parking for

the hotel use and the residential component of the redevelopment project must be provided. To provide sufficient on-site parking, structured parking in the form of a below-grade and at-grade deck within the hotel and residential structures is permitted. However, the structured parking structure shall project more than 3.5 feet above street level² for the entire site. A maximum of twenty (20) surface parking spaces may be permitted provided such areas are fully screened from public view. Surface parking shall be limited to spaces for pick-up/drop off, valet, or loading- type activities. Such spaces shall not be credited toward the required off-street parking for the development.

- b. All off-street parking and delivery areas should be fully screened from public view.
- c. Off-street parking will be permitted on-site and the number of parking spaces should comply with the standards herein.
- d. Any existing on-street public parking spaces which are eliminated due to the redevelopment shall be provided on-site as replacement parking spaces.

² Minor variations may be permitted depending on final site grading; however, at no point along Spray Avenue shall the structure exceed 3.5 feet above street level.

Relationship to Definite Local Objectives

Master Plan

The 2000 Neptune Township Master Plan (amended in 2002) establishes certain township goals and objectives that are relevant to this redevelopment plan:

1. Promote a balanced variety of residential, commercial, industrial recreational, public and conservation lands.
2. Provide for the utilization of the Township waterfront for appropriate uses.
3. Guide the redevelopment and development of the remaining large parcels and scattered vacant sites within neighborhoods to ensure proposed uses support existing uses without adverse impacts in terms of land use compatibility, traffic, and economic and aesthetic impacts.
4. Reclaim underutilized and/or constrained parcels for productive use (Master Plan, Pg. 2).

Consistent with the Master Plan goals, the Ocean Grove North End Redevelopment Plan proposes a mixed use development with a balanced variety of land uses along Wesley Lake and near the beach. The development of this area, a significant portion of which is vacant and underutilized, will improve the utilization of the Township's waterfront and provide economic benefits and infrastructure improvements to Ocean Grove and Neptune Township. The plan and its enumerated core design concepts, is designed in a context-sensitive manner to be compatible with the adjoining Ocean Grove neighborhood.

The Township acknowledges that the Land Use Element of the Master Plan states that "multifamily residential development within the Ocean Grove Historic District" should be "limited to the areas already devoted to this uses." The North End Redevelopment Plan does not represent an expansion of any of the existing multifamily areas in Ocean Grove and is not a multifamily residential development as referenced in the Land Use Plan Element. Rather, the North End Plan is a mixed-use development plan that permits a variety of residential types in conjunction with commercial and hotel uses. The Plan promotes the development of this key tract

in the Historic District in a balanced manner consistent with the overall redevelopment and planning objectives of the community as enumerated above.

In addition, the goals and objectives of the Historic Preservation Element of the Master Plan address the issue of new construction within the historic content:

1. To preserve the historic character, livability and property values of historic structures and neighborhoods by maintaining and rehabilitating historic structures housing, preventing the deterioration and demolition of historic structures, and encouraging new construction that is compatible in scale and design to the physical character of the surrounding neighborhood.

The design standards of the Ocean Grove North End Redevelopment Plan have been carefully crafted to ensure that the proposed new construction within the Redevelopment Area is consistent with the Historic Preservation Design Guidelines and the overall historic character of Ocean Grove and is compatible in scale and design to the surrounding area and the overall historic district.

Land Development Ordinance

The Ocean Grove North End Redevelopment Plan Area delineated in Figure 1 shall be redeveloped in accordance with the permitted uses, development requirements, and design components set forth herein, and as may be further set forth in a negotiated in a Redevelopment Agreement. In order to implement the Redevelopment Plan consistent with the goals and objectives herein, the North End Redevelopment Plan supersedes the use, bulk and design standards, as well as the procedural provisions set forth in, the Township Land Development Ordinance as they relate to the area governed herein.

Any other Township regulations affecting development that are in conflict with this Redevelopment Plan are also superseded by this Redevelopment Plan. However, existing engineering standards, definitions and sections of the Land Development Ordinance that are not covered by the Plan or specified in this Plan shall apply.

Proposed Uses and Building Requirements

Permitted Uses

Principal Permitted Uses

Permitted uses shall be in accordance with the Land Use Plan.

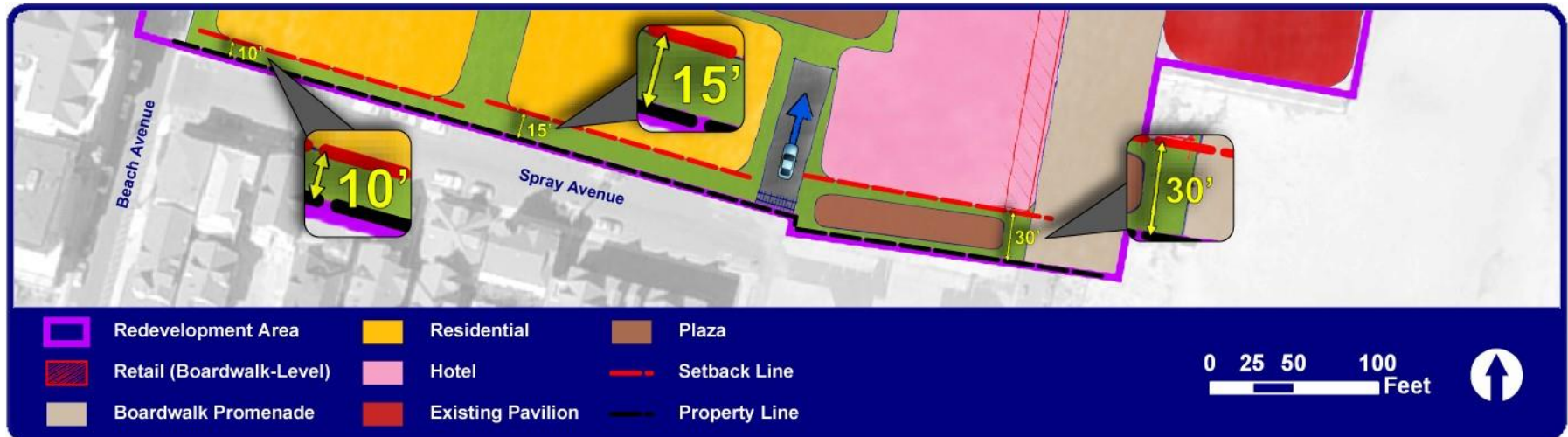
1. East of the Boardwalk (Pavilion Building): Retail commercial uses including restaurants, coffee shops, art galleries, ice cream and candy shops, gift shops, sundries, clothing stores, and snack or beverage service
2. West of the Boardwalk:
 - a. Residential (maximum 85 units)
 - i. Detached single family residences in accordance with the Historic District Oceanfront yard and bulk requirements;
 - ii. Multi-family units
 - b. Hotel, no more than eighty (80) rooms
 - c. Buildings fronting on the boardwalk may include retail commercial uses including restaurants, coffee shops, art galleries, ice cream and candy shops, gift shops, sundries, clothing stores, and snack or beverage service

3. East and West of the Boardwalk:
 - a. Swimming pools and clubhouse facilities, available and accessible for the use of the residents of Ocean Grove
 - b. Health clubs
4. Arcades and amusement uses are prohibited in the Redevelopment Plan Area
5. Playgrounds

Accessory Uses

1. Accessory uses permitted in all portions of the Redevelopment Area:
 - a. Multi-family housing management offices
 - b. Common rooms
 - c. Kitchen and dining facilities
 - d. Maintenance and storage areas
 - e. Accessory uses that are customarily incidental to the hotel use, such as coffee shops, gift shops, restaurants and banquet facilities, but no cocktail lounges or bars
 - f. Below ground and screened surface off-street parking (West of the boardwalk only)
 - g. Conservation areas, landscaped open spaces, and common property
 - h. Street furniture
 - i. Home occupations

Figure 4: Required Setback Flaring



- j. Fences and walls
- k. One (1) monument-style freestanding identification sign for each entrance provided the total display area of each sign shall not exceed 16 square feet and the height of the sign shall not exceed four (4) feet
- l. Stormwater management facilities (West of the boardwalk only)
- m. Other customary uses which are clearly incidental to the principal use and buildings
- n. Façade signs in compliance with the provisions of Section 416 of the

Neptune Township Land Development Ordinance

Alternate Land Use

In the event that the hotel or portions of the multifamily residential development cannot be constructed as shown in the Land Use Plan as the result of regulatory issues relating to the FEMA Velocity Zone and Coastal Area Facility Review Act (CAFRA) permitting requirements, boardwalk retail uses may be permitted in the portion of the tract impacted by the requirements.

However, any changes to the land use plan resulting from FEMA and CAFRA

permitting requirements shall require an amendment to this redevelopment plan as specified in the Administrative and Procedural Requirements section herein, with notice and public hearings.

Affordable Housing

Affordable housing shall be provided in accordance with the regulations of the New Jersey Council of Affordable Housing (COAH) as required by the Neptune Township Redevelopment Entity or as specified in the Township's Housing Plan Element and Fair Share Plan.

Lot and Building Requirements

Bulk Standards

1. West of the Boardwalk:
 - a. The site shall be developed as a single tract
 - b. Maximum number of residential units: 85 residential dwelling units
 - c. Detached single family residences in accordance with the Historic District Oceanfront yard and bulk requirements; except that the front yard minimum setback shall be consistent with the flared setback required as set forth in “d.i.” below and Figure 4.
 - d. Minimum front yard setback:
 - i. Spray Avenue: Ten (10) feet at the western most corner of the tract increasing to thirty (30) feet at the southeastern corner of the tract at the Boardwalk as shown in Figure 4
 - ii. Beach Avenue: Ten (10) feet
 - iii. Boardwalk: zero (0) feet
 - iv. Wesley Lake side: thirty (30) feet from the bulkhead line
 - e. Minimum distance between principal buildings except for single-family dwellings: Thirty (30) feet
- f. Maximum impervious surface: As permitted by CAFRA regulations
- g. Building height:
 - i. Single-family detached residential dwellings pursuant to HD-O District requirements;
 - ii. Multifamily Residential Buildings: Forty-eight (48) feet above finished grade;
 - iii. Hotel Buildings: Sixty-five (65) feet above finished grade.
 - iv. Turrets, clock towers, cupolas, and similar structures may exceed the height of the building by up to 10 percent of the permitted height, except that the total aggregate area covered by such features shall not exceed 20 percent of the roof area of the building of which they are a part. Such structures shall not contain habitable floor space.
- h. Minimum dwelling unit size. The minimum floor area of the multifamily dwellings in the redevelopment area shall comply with Table 3.

**Table 3:
Minimum Floor Area by
Dwelling Unit Type**

Unit Type	Minimum Floor Area
Studio/Efficiency	500 sq. ft.
One (1) Bedroom	850 sq. ft.
Two (2) Bedroom	1,000 sq. ft.
≥ Three (3) Bedrooms	1,150 sq. ft. & 150 sq. ft. per add. BR

Source: Section 516 of the Neptune Township Land Development Ordinance

- i. Minimum open space: 10% percent. Open space shall not include areas within Wesley Lake, Lake Avenue, Beach Avenue, or the Boardwalk. Open space shall include any portion of the tract that is dedicated, designated, or reserved for the common use or enjoyment of the public and owners, occupants and their guests. Open space may include landscaped areas and complementary structures and improvements, such as courtyards, common areas, plazas, and other similar facilities or amenities as are necessary and appropriate.

2. East of the Boardwalk (Pavilion)
 - a. Expansion of the Pavilion building on Lot 3, Block 1.01, if permitted under CAFRA and FEMA requirements, shall not be setback from the lot lines less than the building setbacks at the time of adoption of this Plan
 - b. Building height shall be limited to two and one-half stories; maximum height shall not exceed thirty-five feet based on the average elevation along the boardwalk frontage
 - c. Maximum impervious surface: As permitted by CAFRA regulations

Site Improvements

Streets, water supply, sanitary sewers, stormwater management facilities and other site improvements shall be subject to the New Jersey Department of Community Affairs, Residential Site Improvement Standards ("RSIS") as set forth in N.J.A.C. 5:21.

Promenade

Along the portion of the site which abuts Wesley Lake a minimum setback of 30 Feet is required. A paved or concrete walkway shall be provided. The walkway shall be designed to sustain emergency vehicles. Public amenities, such as benches, decorative street lighting, and similar elements shall be provided.

Required Offsite Improvements

The redeveloper shall reconstruct the structural retaining wall /bulkhead along the site's frontage on Wesley Lake. Plans for the improvement of the wall shall be in accordance with municipal and state requirements. The lakefront wall shall be completed prior to the issuance of any Certificate of Occupancy for the hotel or any residential dwelling.

The existing parking area at the northern terminus of Ocean Avenue shall be suitably improved to provide an efficient and safe parking and circulation pattern, as well as appropriate lighting and landscaping.

Maintenance of Common Elements

The developer shall submit proposals for ownership and maintenance of common elements including open space, recreation facilities, meeting rooms, parking areas, driveways, private streets and similar facilities. The proposal shall be reviewed and approved by the Redevelopment Entity prior to or as a condition of preliminary site plan approval, or as otherwise set forth in a negotiated Redevelopment Agreement.

Parking and Circulation

The following parking and circulation standards shall apply:

1. No off-street parking shall be located in the front of the buildings or in the minimum required front setback line for principal buildings. All parking areas shall be fully screened from all adjacent roadways and the lake.
2. Structured parking shall be permitted under each residential building, hotel and the courtyard to increase off-street parking, while limiting impervious coverage and to provide the maximum amount of open space and view corridors on the site. However, the parking structure shall not project more than 3.5 feet above the street level for the entire site. Minor variations may be permitted depending on final site

- grading. Sidewalks are required along Spray Avenue and Beach Avenue and shall be a minimum of four (4) feet in width
3. Parking spaces, driveways and aisles shall be clearly marked with directional signs and double space markings. Areas to be maintained for deliveries, loading firefighting or other emergency purposes shall be appropriately designated and designed in accordance with Township standards
 4. The amount of off-street parking shall be as follows:
 - a. Residential uses: Pursuant to New Jersey Residential Site Improvement Standards (RSIS) requirements;
 - b. One (1) space for each hotel unit;
 - c. One (1) space for each 300 square feet of banquet, conference, or restaurant space in the proposed hotel structure; and
 5. No additional off-street parking shall be required for the floor area within the existing footprint of the Pavilion building.
 6. On-street parking shall be provided along Spray Avenue. This shall not be credited to the off-street parking requirement of the development.

7. Any existing on-street public parking spaces that are eliminated due to the redevelopment shall be provided on-site as replacement parking spaces.

Landscaping Standards

The following landscaping standards shall apply:

1. Landscaping is to be provided as part of the development to define entrances to buildings, soften building edges, provide an attractive streetscape, create an aesthetic courtyard and screen certain structures/activity areas, where necessary.
2. Landscaping may include trees, shrubs, ground cover, 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.
3. Landscaping shall permit adequate site distance for motorists and pedestrians entering and exiting a site and shall not interfere with circulation patterns.
4. Plantings in immediate proximity to buildings in front and side yards shall respect architectural lines (should be seen as extension of architectural walls).

5. All plantings shall be installed free from disease in a manner that ensures the availability of sufficient soil and water for healthy growth, and is not intrusive to underground utilities.
6. All other Township standards and requirements for landscaping not conflicting with those above shall apply.

Architectural Standards

Development shall comply with the following architectural standards:

Historic Consistency

In advance of or simultaneous with the submission of an application to the Planning Board, designated redevelopers for development in the North End Redevelopment Plan area must submit a copy of the proposed architectural plans to the Historic Preservation Commission (HPC), in accordance with the terms herein. The HPC may provide comments to the Planning Board in advance of or at any public hearing before the Planning Board for any proposed development application provided that any such comments shall be consistent with this Redevelopment Plan and the negotiated Redevelopment Agreement authorized by the Township Committee. Projects to be developed within the North End Redevelopment Plan area shall be

consistent with the *Ocean Grove Historic District Commercial Building Façade Architectural Design Guidelines* and *Ocean Grove Historic District Architectural Design Guidelines for Residential Structures*, as amended, and compliance with same shall be required to the extent set forth in a negotiated Redevelopment Agreement and authorized by Resolution of the Township Committee. In any event, unless otherwise set forth in a negotiated Redevelopment Agreement, a designated redeveloper shall not be required to obtain a Certificate of Appropriateness, with the exception of single family homes, as previously referenced herein, which shall also require all other applicable local approvals.

Building Massing and Scale:

Scale is the relationship between the size of the new structure and the size of adjoining permanent structures. Mass is the apparent size of the building in relation to the lot and street. Large scale building elements will appear imposing if they are situated in a visual environment that is smaller in scale. To reduce the apparent mass and scale of buildings, the following standards shall apply:

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. An exception may be made if the

architectural design incorporates a portion of the floor area within the slope of the roof.

Exterior Building Design:

1. **Multifamily** building façades along Spray Avenue shall be designed to emulate individual residential buildings in the Ocean Grove vernacular. Subject to a negotiated Redevelopment Agreement and the architectural plans described therein or attached thereto, this can be achieved through variation in building materials, as well as offsets in the building façade on Spray Avenue and other appropriate techniques (e.g., different rooflines, porch design, and fenestration) to suggest different building types.
2. 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 which can be viewed from public streets shall be designed using a variety of architectural features and landscaping, which may include decorative gardens. Landscaping shall be provided along the building for at least 50 percent of the wall length.

Figure 5: Rendered Architectural Standards



The Architectural Standards of the Ocean Grove North End Redevelopment Plan are designed to promote visually-appealing development with prominent facades, an emphasis on horizontality, and abundant architectural features.

3. The front elevation of any multifamily residential building shall have a minimum of four offsets of no less than four (4) feet each for every 100 feet along the front façade

4. Balconies and porches shall not encroach into the required setback

5. The architectural forms and treatments of any project to be developed within the North End redevelopment area shall be consistent with the Ocean Grove Historic District Architectural Design Guidelines, and as may be further set forth in a negotiated Redevelopment Agreement.

Architectural Features:

Architectural features include, but are not limited to, the following: recesses, projections, wall insets, balconies, window projections, landscape structures or other features that complement the design intent of the structure.

Roofs

1. The roofline at the top of the structures should incorporate varying heights, offsets, jogs, materials, and colors to reduce the monotony of any uninterrupted roof plane
2. All roof top equipment shall be screened from public view by parapets or other materials of the same nature as the main structure. Mechanical equipment shall be located below the highest vertical element of the building
3. 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.

Variations within an architectural style are highly encouraged. Visible rooflines and roofs that project over the exterior wall of a building enough to cast a shadow on the ground are highly encouraged. Overhanging eaves, sloped roofs and multiple roof elements are highly encouraged

- a. Gable, hip or combination roof types are permitted
- b. Roofs dormers are permitted

Trash / Recycling Enclosures

1. Trash and recycling receptacles shall be located in trash enclosures within or underneath each building
2. Details of the trash enclosures shall be drawn to scale and shall include construction details

Lighting

Lighting shall be installed along all street frontages and in the appropriate locations within the development project. All pole-mounted and building mounted lighting shall comply with the requirements and standards of the Neptune Land Development Ordinance.

Utilities

Utilities, including electric service, cable, and similar utilities shall be provided underground. Any reconfiguration of existing utility lines shall be designed to preserve current connections and service.

Creation of View Corridor

A view corridor for the purposes of this Plan shall be considered an unobstructed area to afford a view through the site to Wesley Lake from Spray Avenue and to provide a “real” break in the building massing. Pedestrian walkways or “bridges” between buildings shall not be permitted in an area proposed as a view corridor. A pedestrian bridge shall be permitted over the boardwalk.

Alternate view corridor alignments or configurations may be permitted, so long as they meet the intent of the Plan. For example, a view corridor could be created by a mid-block through street or a pedestrian access way and associated public open space areas or plazas.

Traffic

A Traffic Impact Study shall be a required submission of the redeveloper at the time of submission of a development application to the redeveloper entity and the Planning Board. The Traffic Impact Study shall include an analysis of the traffic impacts of the proposed residential, hotel and commercial development on the community. The analysis should reflect seasonal nature of the surrounding area and therefore must include an inventory of traffic related concerns for the summer months and the balance of the year. The study should also include an analysis of the required and proposed parking for the new residential, hotel and commercial development.

Any traffic impact analysis should address traffic impacts during the construction phase, including the level and timing of truck traffic and construction equipment use associated with the development (e.g., soil movements, street closings, etc.). The traffic impact analysis should address issues related to loading and unloading operations and deliveries to the site post-development. The traffic impact study should address emergency access in terms of sufficient

width for access routes, minimum turning radius and vehicle height clearances.

Design Concept Statement

A written design concept statement shall be provided as part of any design review submission or application. The statement should identify the significant site features, supports the reasoning behind the proposed architectural design and site plan, and explains how and why the project design is consistent with the intent of this Redevelopment Plan and addresses the Land Use Plan and Core Design Concepts enumerated above.

Public Notice

In addition to any other statutory provisions for public notice, the redeveloper may be required to provide enhanced public notice for any development or redevelopment application in the area, as set forth in a negotiated Redevelopment Agreement. Notice should be provided to all property owners within 200 feet of the area, as well as published in the official newspaper and posted on the site and, if required, at various public locations as may be reasonable and practical within Ocean Grove.

Easements

Provisions should be made for an easement to allow access to the eastern parcel (Lot 3, Block 1.01) for services, garbage collection, and deliveries.

Relocation

Relocation is not anticipated, however, relocation assistance will also be available for the existing businesses located in the Redevelopment Area. Neptune Township, its Economic Development Corporation, and the designated redeveloper will assist any existing business that may require relocation as a result of the Redevelopment Plan. Financial assistance with relocation costs will be provided. Every effort will be made to locate a comparable property within the Township. In addition, the existing businesses will be offered new locations within the Ocean Grove North End Redevelopment Area upon successful redevelopment of the area.

Property to be Acquired

No property for acquisition is identified in this Plan and no property acquisition is anticipated.

Neptune Township will limit its use of eminent domain to instances where there is a clear public purpose, such as roadway improvements, public access to the waterfront and other areas where public access may be required, public parks and open spaces, and other public improvements. The Township may use eminent domain, however, to eliminate any restrictive covenants, easements or similar property interests that could undermine the implementation of the plan. In addition, there are no existing residential dwellings in the redevelopment area. Therefore, no residential property owners will be displaced or relocated by any potential redevelopment.

Master 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 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. While the Township Committee recognizes that there may be inconsistencies relative to the multifamily expansion as referenced in the Land Use Plan Element, these inconsistencies must be balanced against the advancement of the overall goals of the Township’s redevelopment and land use planning policies and the manner in which the North End Redevelopment Plan advances these objectives.

The Township Committee also finds that:

1. While the purpose of the Master Plan recommendation limiting the expansion of multifamily housing in Ocean Grove

is intended to protect the predominantly single-family residential character of Ocean Grove, the North End Redevelopment Plan area is surrounded by a mix of both single-family and multifamily land uses and was historically used as a hotel and boardwalk commercial uses;

2. A year-round mixed-use community composed of a hotel, single-family, and multifamily residences and commercial uses is an appropriate land use at the North End of Ocean Grove based on the surrounding development, its boardwalk location, and the historical precedents;
3. Permitting a multifamily residential development component in the redevelopment plan, with appropriate limitations and design standards, will help support the viability of the overall development concept and reclaim the North End site as an anchor of Ocean Grove’s oceanfront;
4. The Master Plan recognized that there may exist “unique circumstances” along prominent avenues in the Historic District Oceanfront District where the preservation and adaptive reuse of a large historic structure is dependent on a mix of land uses not envisioned in the land use plan provided that the resulting

development does not have a negative impact on surrounding properties.

5. While the former hotel located on the North End site has been torn down and no longer can be preserved or adaptively re-used, the North End Redevelopment Area is a unique site in Ocean Grove that has had a historically important role as a vibrant and distinct destination at the north end of the Ocean Grove oceanfront. Therefore, the North End Redevelopment Plan area represents a “unique circumstance” as contemplated in the Master Plan based on its location, prior use and current condition, and would be an appropriate location for a mix of land uses as proposed in the redevelopment plan.
6. The North End Redevelopment Plan contains sufficient requirements and provisions to ensure that the redevelopment project will not have a negative impact on surrounding properties. These provisions and requirements include:
 - a. A requirement that residential land uses along Spray Avenue be limited to single-family residential uses across from existing single-family homes;

- b. Height limitations;
- c. Establishment of a flared setback along Spray Avenue;
- d. Building design guidelines to ensure compatibility with the existing community character; and,
- e. Subject to the provisions herein, and to the extent set forth in a negotiated Redevelopment Agreement, a collaborative role for the Historic Preservation Commission in review of proposed redevelopment projects to ensure consistency with Ocean Grove historic guidelines and applicable requirements.

Adjacent Municipalities

The subject tract is located in an area that is directly adjacent to the City of Asbury Park, where a large-scale waterfront redevelopment plan was adopted in 1984. Asbury Park's redevelopment plan targets the areas that are immediately adjacent to the North End of Ocean Grove for the creation of residential buildings and an entertainment district. The Ocean Grove North End Redevelopment Plan proposes development that is smaller in scale, but both similar and compatible with that which has been proposed for neighboring areas within Asbury Park.

Monmouth County

The Monmouth County Growth Management Guide (GMG), the county's master plan, provides goals and objectives and some limited geographic specificity in regard to future land uses. The North End of Ocean Grove is located within an area designated in the GMG Urban Center. An Urban center is defined in the GMG as a major concentration of mixed-use activities serving countywide needs. Urban center policies in the Monmouth County Growth management guide include encouragement

of redevelopment and reuse activities to address community revitalization. The Ocean Grove North End Redevelopment Plan is consistent with the County's GMG in that it proposes redevelopment to increase the viability of the Urban Center.

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 Ocean Grove North End Redevelopment Area 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 “... upgrade and expand housing to attract a balanced residential population...” and “... retain and expand employment opportunities...” The Ocean Grove North End Redevelopment Plan proposes a mixed-use development of the area, which includes the both the creation of new jobs and residences in an area where there is existing infrastructure to support such development.

The Redevelopment Plan will advance the State Plan’s objectives not only for economic redevelopment, but also the overall revitalization of the Township. Therefore, the Ocean Grove North End 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 further amend, revise or modify the Redevelopment Plan in general or for specific properties within the 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. However, any proposed changes in permitted uses, the land use plan, residential density, building height, or the core design concepts in this plan shall require notice and public hearings in a manner similar to the adoption of the original plan.

Redevelopment Powers

The Township may also use any and all redevelopment powers granted to it pursuant to the LRHL to effectuate this plan. The Township may enter into agreements with a designated redeveloper or redevelopers in connection with the construction of any aspect of the

Redevelopment Plan, including off-site improvements.

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 Redevelopment Agreement may include provisions for a certificate of project completion in accordance with the Redevelopment Plan and applicable law.

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 Ocean Grove North End 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 covenants provided for in the LRHL (N.J.S.A. 40A:12A-9) and imposed in any redeveloper agreement, lease, deed or other instrument shall remain in full force and effect
4. The redevelopment agreement(s) shall contain provisions to ensure the timely construction of the redevelopment project, the qualifications, financial capability and financial guarantees of the redeveloper(s) and any other provisions necessary to assure the successful completion of the project

Redevelopment Entity Review

The Township Governing Body acting as the Redevelopment Entity shall review all proposed redevelopment projects within the redevelopment area to ensure that such project(s) is consistent with the Redevelopment Plan and relevant redeveloper agreement(s). Such review shall occur prior to the submission of the redevelopment project(s) to the Planning

Board. As part of its review, the Redevelopment Entity may require the redeveloper to submit its proposed project to a technical review committee or subcommittee of the Redevelopment Entity. The technical review committee may include members of the Redevelopment Entity and any other members and/or professionals as determined necessary and appropriate by the Township including a representative of the Historic Preservation Commission. The technical review committee shall make its recommendations to the Redevelopment Entity.

Historic Preservation Commission Review

As may be requested by the Redevelopment Entity, preliminary architectural plans shall be submitted to the Neptune Township Historic Preservation Commission simultaneously with submission to the Redevelopment Entity. The Historic Preservation Commission shall provide the Redevelopment Entity with any comments regarding same within 45 days of the receipt of the proposed plans.

The Redevelopment Entity shall consider the comments of the Historic Preservation Commission in its review of the consistency

of the proposed plans with this Redevelopment Plan and the Township's goals and objectives as same are described herein.

Planning Board Review Process

Pursuant to N.J.S.A. 40A:12A-13, all development applications for development of sites governed by the Ocean Grove North End 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 redevelopment projects for the area:

1. No building permit shall be issued by the construction or zoning official for any work resulting in a change of intensity of development or change of use for any properties or buildings within the 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 Article X of the 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 Ocean Grove North End 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 the Ocean Grove North End Redevelopment Plan or which will result in a density that exceeds the densities permitted in this Plan, a building height that exceeds that permitted in this plan, or is inconsistent with the land use plan or core design concepts of the plan. Any such change or deviation shall require an amendment to this plan.
8. The regulations and controls of this Redevelopment Plan shall be implemented, where applicable, by appropriate covenants, or other provisions and through agreements between the redeveloper and municipality pursuant to N.J.S.A. 40A:12A-8 and 40A:12A-9
9. Any and all definitions contained within the Ocean Grove North End Redevelopment Plan shall prevail. In the absence of a definition herein and in a negotiated Redevelopment Agreement, the definition found within the Township’s Zoning Ordinance shall prevail. Any and all definitions in this Plan which are in direct conflict with N.J.S.A. 40A:12A-3 shall be considered

invalid.

10. A redeveloper shall be required to pay all applicable escrow fees and other required charges in accordance with applicable provisions of the Township’s Land Development Ordinance and New Jersey law. Additionally, a redeveloper shall be required to pay 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 Ocean Grove North End Redevelopment Plan. Any such payments required to reimburse the Township 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 Ocean Grove North End 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.

Waivers

The Neptune Township Planning Board, at the time of site plan review and without the necessity for formal amendment to this Plan, may approve reasonable modifications from the standards set forth herein if deemed to be in the interest of project implementation and in furtherance of the Ocean Grove North End Redevelopment Plan, so long as such waivers or deviations are not inconsistent with the requirements and limitations specified in Item No. 7 in the “Planning Board Review Process” section of this Plan or the negotiated Redevelopment Agreement.

