



Block 95
Redevelopment Plan
Block 95, Lots 5 & 7
Borough of Belmar
Monmouth County, New Jersey
October 11, 2019

Updated by:



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I. Table of Contents

I. Background Information	1
II. Basis for the Plan.....	3
1989 MASTER PLAN:.....	3
2000 REEXAMINATION REPORT:.....	4
2006 REEXAMINATION REPORT:.....	4
2016 REEXAMINATION REPORT:.....	4
SEAPORT REDEVELOPMENT PLAN:.....	5
ADVISORY COMMITTEE RECOMMENDATIONS:	5
III. Required Components of the Redevelopment Plan.....	6
IV. Redevelopment Goals.....	7
V. Redevelopment Objectives.....	7
VI. Definitions	7
VII. Existing Zoning	7
VIII. Use and Bulk Requirements.....	9
PERMITTED LAND USES:.....	9
PERMITTED ACCESSORY USES:	10
BULK REQUIREMENTS:.....	10
PARKING REQUIREMENTS:.....	12
AFFORDABLE HOUSING	13
IX. Design Standards	14
STREETSCAPE	14
Ground Surface:	14
Lighting:.....	14
Street Trees & Planters:	14
Street Furniture:	15
Bicycle Facilities:.....	15
Street Graphics:.....	15
ARCHITECTURAL	16
X. Consistency with Other State and Local Plans and Regulations:.....	16
STATE DEVELOPMENT AND REDEVELOPMENT PLAN.....	16

MONMOUTH COUNTY MASTER PLAN	17
BOROUGH OF BELMAR PLANNING DOCUMENTS.....	17
1989 Master Plan	17
2000 Reexamination Report	18
2006 Reexamination Report	18
2016 Reexamination Report:	19
Seaport Redevelopment Plan:	19
NEIGHBORING COMMUNITIES PLANNING DOCUMENTS	20
XI. Procedure for Amending the Plan	21
XII. Implementation Tools.....	21
FINANCIAL INCENTIVES	21
ECONOMIC REDEVELOPMENT & GROWTH GRANTS (ERG)	21
REDEVELOPMENT POWERS.....	21
XIII. Temporary and Permanent Relocation.....	21
XIV. Identification of Property to Be Acquired	22

II. Table of Figures

Figure 1. Municipal Boundaries	1
Figure 2 Redevelopment Area in Relationship to the Seaport Village Redevelopment Area	2
Figure 3. Borough of Belmar Zoning Map.....	8

ACKNOWLEDGEMENTS

Mayor and Council

Mayor Mark Walsifer
Councilman Thomas Brennan
Councilman James McCracken
Councilwoman Pat Wann
Councilman Tom Varvelli

Planning Board

Mayor Mark Walsifer
Councilwoman Pat Wann
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Peter Avakian, PE, PP, PLS, Board Engineer
April Claudio, Board Secretary

Borough Administrator

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I. Background Information

The Borough of Belmar is a popular beach town in southern Monmouth County, nestled along the Atlantic Ocean to the east and the Shark River to the north and west. The Borough is a fully developed community, comprised of mostly residential uses with a downtown area that is home to a variety of shops, restaurants, and cafes; and has been recognized for many of its innovative environmental, art, tourism, and recreation programs.

Throughout the existing residential neighborhoods are a number of municipally owned parks and open space facilities including the 1.3 miles of public beach on the eastern edge, the marina along Shark River to the west, the boardwalk which was rebuilt in 2013, and the beach front pavilion that re-opened in Spring 2017. In addition to State Route 35, there are several County roadways, including Ocean Avenue, 16th Avenue, and Main Street, all serving as the Borough's main thoroughfares. These roadways are generally developed with residential uses; however, there are several commercial uses located along Ocean Avenue and Main Street functions as the Borough's main downtown commercial corridor.

This established development pattern suggests that the Borough's future land use planning issues will revolve primarily around the community's response to redevelopment of existing sites, rehabilitation, and/or adaptive reuse of existing buildings and sites. This is due not only to the established developed character of Belmar, but also the aging character of the Borough's housing and commercial building stock.

As of the 2017 American Community Survey 5-year estimates, there were 5,719 people, 2,695 households, and 1,267 families residing in the Borough with 3,391 housing units. The racial makeup of the Borough was 93.1% (5,324) white, 2.4% (138) black or African American, 0.3% (18) Native American, 0.8% (43) Asian, 2.8% (160) from other races, and 36% (36) from two or more races. Hispanic or Latino of any race were 14.6% (836) of the population. In the

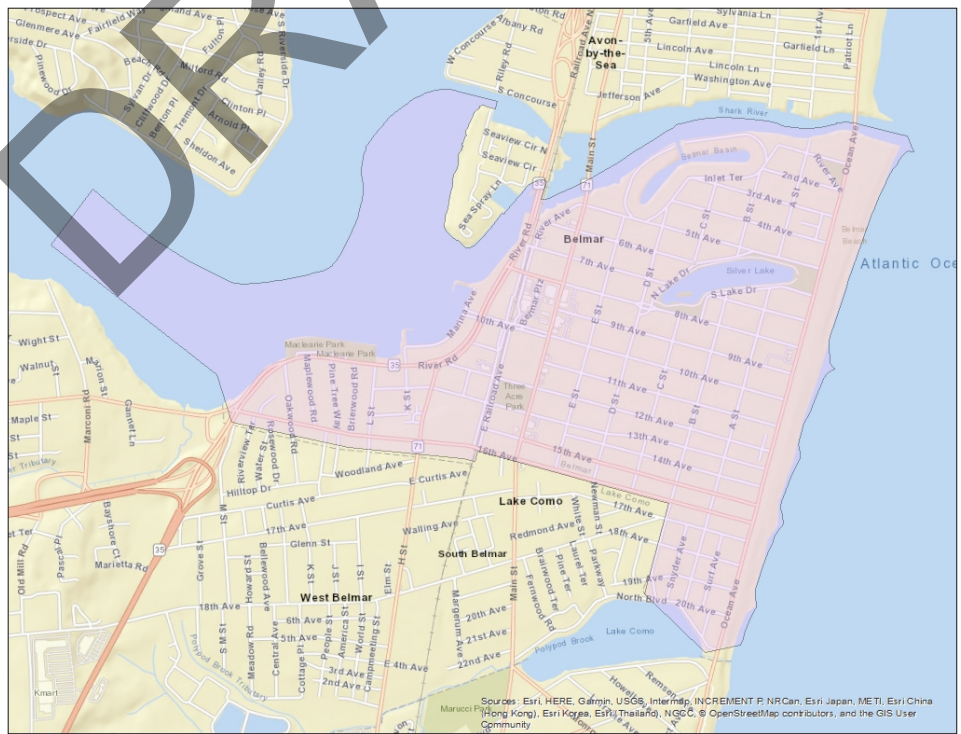


Figure 1. Municipal Boundaries

BOROUGH OF BELMAR – BLOCK 95, LOTS 5 & 7 REDEVELOPMENT PLAN

Borough, the population was spread out with 16.8% under the age of 18, 8.3% from ages 18 to 24, 29.1% from ages 25 to 44, 30.9% from ages 45 to 64, and 14.8% who were 65 years of age or older. The median age was 41.9 years.

There were 2,695 households in Belmar, out of which 18.1% had children under the age of 18 living with them, 33.9% were married couples living together, 8.8% had a female householder with no husband present, and 53.0% were non-families. In the Borough 41.9% of all households were made up of individuals, and 12.1% had someone living alone who was 65 years of age or older. The average household size was 2.14 and the average family size was 2.98.

The Census Bureau's 2013-2017 American Community Survey showed that median household income was \$74,942 and the median family income was \$93,144. The per capita income for the Borough was \$47,217 and about 9.5% of families and 11.8% of the population were below the poverty line, including 22.5% of those under age 18 and 5.0% of those age 65 or over.



Figure 2 Redevelopment Area in Relationship to the Seaport Village Redevelopment Area

II. Basis for the Plan

This Redevelopment Plan has been prepared for an area that has been designated in need of redevelopment without condemnation for Block 95, Lots 5 and 7. The redevelopment area is comprised of two (2) properties, totaling 0.5269 acres at the southeast corner of the intersection of Main Street and Ninth Avenue in the CBD-1 Central Business District Zone District. These properties are located adjacent to Block 95, Lot 8, 9, 10, 11, 12, 13, 14, and 15; additional properties designated in need of redevelopment without condemnation; and the previously designated Seaport Redevelopment Area Plan which was last updated in September 2016.

The Mayor and Council for the Borough of Belmar requested the Planning Board conduct an investigation study to determine if Block 95, Lots 5, 7, 8, 9, 10, 11, 12, 13, 14, and 15 met the criteria as an area in need of redevelopment (Resolution No. 2017-84). The Planning Board considered at a Public Hearing the findings of a report titled “Preliminary Investigation for Determination of an Area in Need of Redevelopment for Block 95, Lots 5, 7, 8, 9, 10, 11, 12, 13, 14, & 15” on September 18, 2017, and adopted a resolution which endorsed the findings of the Redevelopment Study and recommended to the Borough Council that the Amended Study Area be designated as an “area in need of redevelopment.” The Mayor and Council declared an area in need of redevelopment on October 17, 2017, Resolution No. 2017-178.

The Borough of Belmar has taken extensive steps in creating a vision for its downtown. These initiatives date back to the 1989 Master Plan and include the 2000, 2006, and 2016 Reexamination Reports, the Seaport Village Redevelopment Plan, and the Advisory Committee for the Borough of Belmar Redevelopment Plan. These reports include the following relevant goals and objectives as they pertain to this redevelopment plan:

1989 MASTER PLAN:

1. This Central Business District (CBD-1) will provide for a core area of downtown-type development including such uses as offices, business services, specialty shops, banks and financial services, and restaurants. This District will allow for structures with heights of 3 to 4 stories, pedestrian traffic flow through the area, and intensive parking around the perimeter of the Business District. The District would complement the adjacent Marine Commercial district and provide for overflow parking and additional "nighttime" activities for the residents.
2. Main Street is one of the critical corridors whose visibility establishes Belmar's identity for visitors and residents. Development along Main Street should enhance the pedestrian environment and produce groupings of buildings and spaces which are visually and functionally compatible. Design guidelines and standards and public improvements should encourage a "downtown" theme that emphasizes the following:
 - Producing buildings that will relate visually in terms of light, air, height, spacing, bulk, scale, and signage

2000 REEXAMINATION REPORT:

1. To enhance the aesthetic qualities of the Central Business District streetscape by encouraging public and private improvements with a unified design theme to promote a "sense of place" unique to Belmar.
2. To revitalize the Central Business District by exploring economic initiatives such as Business Improvement Districts, Rehabilitation Area designations and the cultivation of a cultural tourism development strategy.
3. To promote a vital Central Business District by fostering retail sales and service uses at the street level, while acknowledging the appropriateness of residential and office uses at the second or third levels of multi-story structures.
4. To generate alternative land use strategies to return underutilized or fallow industrial and commercial lands to a tax productive role within the Borough, while promoting compatibility with established surrounding land uses.

2006 REEXAMINATION REPORT:

1. Amend the descriptions of the Central Business Districts to incorporate apartments-residences above commercial structures as permitted uses. Circulation and parking issues should be considered as they relate to the Draft Seaport Redevelopment Plan.
2. Under the New Jersey Transit Village initiative, the state granted "Transit Village" designation to Belmar in the Fall of 2003. The Transit Village Study Area extends in a one mile radius from the Belmar train station and includes the commercial district south of Eighth Avenue, the Borough receives State aid for revitalization and redevelopment projects around its train station that promotes public transportation as a primary mode of transportation, and ultimately reduces traffic congestion and improves air quality.

2016 REEXAMINATION REPORT:

1. "Apartments-residences above commercial structures" has been incorporated as a Permitted Use in the Borough's Development Regulations in the following commercial zoning districts: CBD-1, CBD-2, B-C, MC-1, MC-2, PO-75. This use, also referred to as "mixed-use", should be encouraged throughout the commercial districts to build higher density that supports a strong, diversified economy and user base.
2. Enhance the aesthetic qualities of the Central Business District streetscape by encouraging public and private improvements with a unified design theme to promote a "sense of place" unique to Belmar.

3. Revitalize the Central Business District by exploring economic initiatives such as Business Improvement Districts, Rehabilitation Area designations and the cultivation of a cultural tourism development strategy.
4. Promote a vital Central Business District by fostering retail sales and service uses at the street level, while acknowledging the appropriateness of residential and office uses at the second or third levels of multi-story structures.

SEAPORT REDEVELOPMENT PLAN:

While Block 95, Lots 5 & 7 are not located within the Seaport Redevelopment Area, the parcels are adjacent to the redevelopment area. As such, many of the goals and objectives of that redevelopment plan are relevant to this area as well.

1. The redevelopment policy of the Borough is to balance efforts to attract new mixed-use residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties.
2. Revitalize the north end of the downtown through redevelopment of identified redevelopment parcels using public-private partnership agreements with private sector redevelopers and other stakeholders.
3. Make the Belmar downtown a family destination and extend the tourism season into the Spring and Fall months.
4. Balance efforts to attract new residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties.
5. Build a new village-like image for the north end of the downtown around the harbor-like elements of the Shark River Inlet and Belmar Boat Basin/Marina.

ADVISORY COMMITTEE RECOMMENDATIONS:

1. The Central Business Neighborhood consists of the area from 7th Avenue to 11th Avenue, from the alley east of Main Street to the railroad tracks. Retail, professional, and dining uses. More diversity of stores would be encouraged. Encourage foot traffic. Residential is generally above the street level.
2. Continue efforts to create an interesting, safe, varied, and aesthetically pleasing walking thoroughfare about the downtown business district with foot traffic connectivity to the marina and surrounding neighborhoods.
3. Seek and encourage a variety of stores, shops, professional offices and dining to make downtown a regular destination year-round. These may include antique shops, bookstores, etc. Allow professional establishments on the ground floor of buildings.

III. Required Components of the Redevelopment Plan:

N.J.S.A 40A:12A-7 requires that a redevelopment plan include an outline for the planning, development, redevelopment, or rehabilitation of the Redevelopment Area sufficient to indicate the following:

1. Its relationship to definite local objectives as to appropriate land use, 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 provisions for the temporary and permanent relocation, as necessary for residents in the project area, including an estimate of the extent of which decent, safe, and sanitary dwelling units affordable to displace residents will be available to them in the existing local housing market.
4. An identification of any property with the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan.
5. Any significant relationship of the redevelopment plan to:
 - The master plans of contiguous municipalities;
 - The master plan of the county in which the municipality is located;
 - The State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" P.L. 1985,c.398 (C.52:18 -196 et al.)
6. An inventory (as of the date of the adoption, of the resolution finding the area to be in need of redevelopment) of all housing units affordable to low and moderate income households, as defined pursuant to N.J.S.A. 52:27D -304, that are to be removed as a result of implementation of the redevelopment plan, whether as a result of subsidies or market conditions, listed by affordability level, number of bedrooms, and tenure.
7. A plan for the provision, through new construction or substantial rehabilitation of one comparable, affordable replacement housing unit for each affordable housing unit that has been occupied at any time within the last 18 months, that is subject to affordability controls and that is identified as to be removed as a result of implementation of the redevelopment plan.
8. The redevelopment plan may include the provision of affordable housing in accordance with the "Fair Housing Act," N.J.S.A. 52:27D-301 et seq. and the housing element of the municipal master plan.
9. The redevelopment plan shall describe its relationship to pertinent municipal development regulations as defined in the "Municipal Land Use Law," P.L.1975, c. 291 (C.40:55D-1 et seq.).
10. The redevelopment plan must state whether it shall supersede applicable provisions of the development regulations of the municipality or constitute an overlay zoning district within the redevelopment area.
11. All provisions of the redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan; but the municipal governing body may adopt a redevelopment plan which is inconsistent with or not designed to effectuate the master plan by affirmative vote of a majority of its full authorized membership with the reasons for so acting set forth in the redevelopment plan.

IV. Redevelopment Goals

The purpose of this plan is to provide certain development criteria that is cohesive with the adjacent Seaport Redevelopment Area and the goals and objectives of the 1989 Master Plan and the 2000, 2006, and 2016 Reexamination Reports. This plan seeks to create a vibrant mixed-use area along Main Street that is beneficial to residents and tourists.

V. Redevelopment Objectives

The Borough is looking to promote development that would support the goals and objectives of the 1989 Master Plan and subsequent Reexamination Reports.

Specifically, the objectives for this Redevelopment Plan are to:

1. Revitalize the downtown through redevelopment of identified parcels using public-private partnership agreements with private sector redevelopers and other stakeholders.
2. Create a mixed-use residential, office, commercial, restaurant, entertainment and specialty shop district adjacent to the Seaport Redevelopment Area.
3. Make the Belmar downtown a family destination and extend the tourism season into the Spring and Fall months (shoulder seasons).
4. Balance efforts to attract new residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties.

VI. Definitions

Refer to Chapter XL Development Regulations, Article 2 Definitions, of the Borough of Belmar's General Ordinances for all definitions related to this redevelopment plan.

VII. Existing Zoning

The properties identified in the redevelopment area are all located entirely within the CBD-1 Zone. Refer to Chapter XL Development Regulations Article 5 Zoning District Regulations, of the Borough of Belmar's General Ordinances for all requirements related to the existing zoning of the redevelopment area. In any instance where the regulations are in conflict, this plan shall govern.

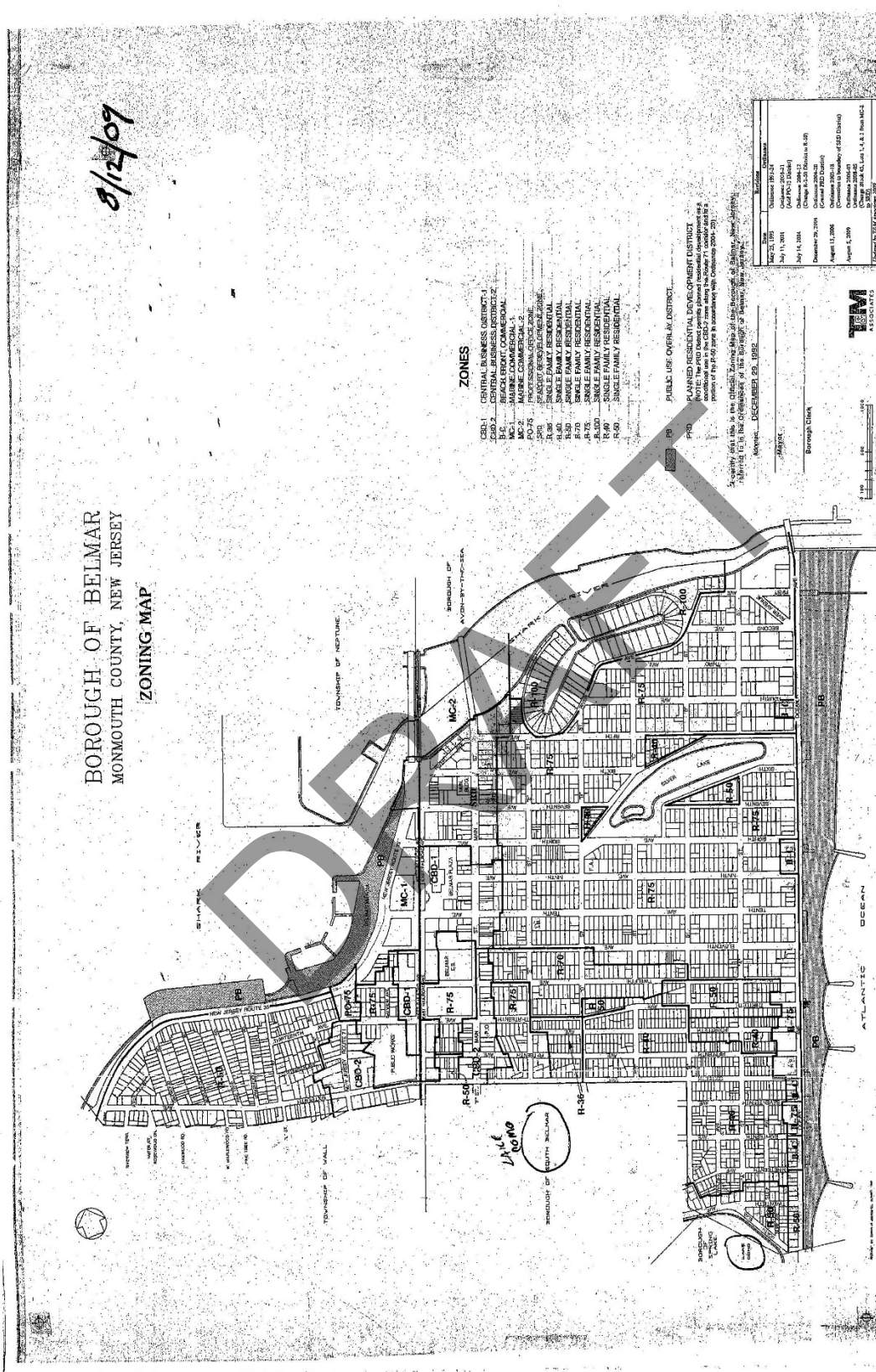


Figure 3. Borough of Belmar Zoning Map

VIII. Use and Bulk Requirements

PERMITTED LAND USES:

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

1. Restaurants & Brew Pubs, excluding fast food but allowing cocktail lounges & outdoor cafes
2. Indoor and Outdoor Farmers/Seafood Markets
3. Art Studios, Galleries & Craft Shops
4. Performing Arts Theaters
5. Antique Shops
6. Bookstores
7. Gift, Novelty & Souvenir Shops
8. Cafes, Candy, Confectionery & Ice Cream Shops
9. Bicycle Rental or Sales
10. Camera & Photography Supply Stores
11. Professional & General Offices
12. Real Estate and Travel Agencies
13. Municipal Offices & Services
14. Indoor and Outdoor Recreation and Community Facilities
15. Retail Clothing Stores
16. Hobby Shops
17. Sporting Goods, Apparel and Equipment
18. Pharmacy, health and beauty supplies
19. Personal service establishments including hair, nail, wax, and lashes salons
20. Cigar Shops
21. Residential Dwelling Units
 - a. Provided they consist of market rate and affordable units. If affordable units are not provided on site, the developer must contribute to the Borough's Affordable Housing Trust Fund at a development fee of 1.5% of equalized assessed value.
 - b. If a building containing residential units fronts Main Street, residential units shall be Restricted

to the second floor or above where the units are fronting on Main Street

PERMITTED ACCESSORY USES:

Accessory uses customarily associated with the permitted uses will be permitted including, but not limited to the following:

1. Parking
2. Trash and recycling facilities
3. Storage and maintenance facilities

BULK REQUIREMENTS:

1. Minimum Lot Area: Seven Thousand Square Feet (7,000 sq. ft.)
2. Minimum Lot Width: Fifty feet (50 ft.)
3. Minimum Lot Frontage: Fifty feet (50 ft.)
4. Minimum Front Yard Setback: Zero feet (0 ft.)
5. Minimum Rear Yard Setback:
 - a. A minimum thirty (30) foot building setback shall be provided along any residential property zone boundary.
 - b. Along any residential property zone boundary, a six (6) foot solid fence shall be provided and parking/ driveway areas shall be setback a minimum of three (3) feet from the property line to the inside face of curb or pavement.
6. Minimum Side Yard Setback:
 - a. A minimum thirty (30) foot building setback shall be provided along any residential property zone boundary.
 - b. Along any residential property zone boundary, a six (6) foot solid fence shall be provided and parking/ driveway areas shall be setback a minimum of three (3) feet from the property line to the inside face of curb or pavement.
7. Maximum Density: 57 residential units/ acre
8. Maximum Building FAR: 2.0
 - a. When a project includes multiple buildings and multiple lots, the Floor Area Ratio shall be calculated as a ratio of total floor area of all buildings to the total lot areas of the properties involved.
 - b. FAR calculations shall not be applied to interior parking areas.

9. Maximum Impervious Surface:

Maximum impervious surface shall be the percentage of impervious surface that existed prior to demolition of the site in preparation for redevelopment or 80%, whichever is greater. Maximum impervious surface means the total allowable coverage of any lot by any natural or man-made surface that does not permit infiltration of water, including all buildings, concrete and asphalt and other materials determined by the Borough Engineer to be impervious.

10. Maximum Building Height: 4 stories

For uniformity, all heights set forth in this plan are to be measured from grade at the centerline of Main Street or the street on which a building fronts at the center of the proposed building being measured, except that for parcels located in a flood hazard area delineated by the Federal Emergency Management Agency (FEMA), the height may be measured from the Base Flood Elevation.

a. Buildings with Interior Parking:

- (1) Street fronting buildings with interior parking may not exceed 46 feet in height at the street-line measured to the roof deck of a flat roof.
- (2) The maximum height of the eave of a 4-story building shall not exceed 46 feet and the average height of the roof between the eave and the peak of the roof shall not exceed 46 feet.
- (3) The maximum height of a roof ridge line or parapet line of a flat roof shall not exceed 52 feet above grade as measured from the centerline of the street upon which the building fronts. For buildings located on corner lots, the maximum height must comply along all road frontages.
- (4) These standards shall be applied to the entirety of a building providing interior parking.

b. Buildings without Interior Parking: Street fronting buildings without interior parking shall not exceed 40 feet in height at the street-line and shall meet the following requirements:

- (1) The maximum height of the principal portion of the structure at the street-line shall be 40 feet, except that no more than 50% of a principal portion of a building that is greater than 50 feet in width shall front a street on the street-line at the maximum height.
- (2) At least 50% of the total linear feet of mixed-use and nonresidential street facing building facades within a project on sites with greater than 50 feet of street frontage must be within one foot of a sidewalk or equivalent provision for walking, and functional entries to buildings shall occur at an average of 30 feet or less along such facades and 75 feet or less along nonresidential or mixed-use portions of the entire block (LEED-ND, NPDc1).
- (3) The overall relationship of building height to street width along a street facing façade of

a projection a site with great than 50 feet of street frontage shall maintain a ratio not less than 1 foot building height to 1.5 feet of street width, measured from the building façade to the center-line of the street (1:3 overall for the block front for both sides of the street), except that the total height of any building within the project shall not exceed 45 feet.

(4) Building breaks shall be provided at intervals equal to the less of 50 feet or 50% of the building façade and shall otherwise be in accordance with the Design Guidelines, as amended, unless a deviation is recommended by the Technical Design and Review Committee.

c. Buildings corners at street intersections shall be designed as a visual focal point. Such corner treatments may exceed the height restricts of this subject to the prior approval of the Redevelopment Entity, provided such additional height is needed to achieve architectural ornamentation and support additional floor area.

11. Additional Provisions:

- a. Tandem spaces are not permitted in the redevelopment plan.
- b. Interior parking spaces may be reduced in width to not less than 8'6".
- c. Exterior perimeter parking spaces may be measured including a two-foot (2') overhang of landscape areas. The paved areas for said spaces would then be a minimum of sixteen feet (16') deep.

PARKING REQUIREMENTS:

- 1. Parking shall be provided at a ratio of one (1) parking space per bedroom and/or 1.5 spaces per residential unit; whichever is greater.
- 2. Parking shall be provided based on two (2) parking spaces per 1,000 square feet of all nonresidential uses.
- 3. No parking space required for any residential unit designated as an Affordable Housing Unit.
- 4. A 50% shared parking allowance will be made for combining weekday uses with evening/ weekend uses on the same site. Office and general retail uses are considered to be weekday uses, while residential and restaurant uses are considered to be evening/weekend uses. 50% of the parking requirement of the evening/weekend use of the building may be met through parking already provided for the weekday use.
- 5. Such additional parking may be provided by:
 - a. Providing the required spaces on-site.
 - b. Providing the required spaces on other properties owned by or under the control of the developer, or publicly owned property under the control of the Borough with prior agreement being made through a developer's agreement executed with the Mayor and Council for use of public spaces,

located within a zone which permits the proposed use(s), either contiguous with or within five hundred (500') feet walking distance of a primary pedestrian entrance to the site being developed.

- c. Providing the required spaces by designing the redevelopment so as to create net new on street parking spaces on any street adjacent to the redevelopment except Main Street.
- d. A combination of alternates (a), (b), and/or (c) acceptable to the Borough Council shall be acceptable for purpose of Plan approval only. To the extent parking requirements are not met as provided above by either options (a), (b), and (c) or a combination of the three, the developer must contribute to a fund dedicated by the Borough for the purpose of constructing public parking facilities within the Redevelopment Area.
 - The amount of the contribution will be determined by multiplying the Mayor & Council's estimated per space cost of constructing structured parking facilities within the Redevelopment Area by the difference between the number of parking spaces the Planning Board determines that the development requires pursuant to this section and the number of parking spaces the developer agrees to provide pursuant to options (a), (b), and (c), above.

To the extent that the overall cost of public parking is defrayed by funds raised through an Economic Redevelopment & Growth Grant (ERG) or the Redevelopment Area Bond Law (RAB), the contribution formula may be adjusted accordingly by the Borough Council.

AFFORDABLE HOUSING

1. The affordable housing requirement for mixed-use or residential projects within the Plan shall be 10% of the residential units.
2. The affordable housing requirement may be satisfied by the following means and methods:
 - a. On-site construction;
 - b. Off-site construction of affordable units within the Borough;
 - c. Write down/buy down of existing units within the Borough;
 - d. On-site or off-site alternative living arrangements within the Borough;
 - e. Payment in Lieu of Construction. Any payment in lieu of construction shall be equal to 1.5% of the equalized assessed value of the new market residential units on the site.
 - f. 50% of any payment in lieu of construction shall be made prior to the issuance of the first building permit for any new residential units. The final 50% of any payment in lieu of construction shall be made prior to the issuance of the Certificate of Occupancy for the residential dwelling unit that represents 75% completion of the project. By way of example, for a 24-unit project, the final payment would be due prior to the issuance of the 18th Certificate of Occupancy.

IX. Design Standards

In addition to the land use and building requirements that are integral to the Block 95 Redevelopment Plan, the visual identity of the area is defined by a physical design vocabulary that is critically important to creating a sense of "place". These Design Standards are intended to implement the visual components of the Redevelopment Area and have been categorized into Streetscape and Architectural standards as follows below:

STREETSCAPE

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

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

Ground Surface:

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

Lighting:

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

Street Trees & Planters:

Where space permits, such as where pedestrian walks widen into entrance plazas to individual buildings, seat walls and plantings of seashore (bayberry, beach plum, primrose, and appropriate rose varieties) or complementary plant material such as hibiscus and appropriate varieties of ornamental grasses. Street trees should be light-foliaged medium sized shade trees such as green ash, honey locust, and scholar tree (*sophora japonica*) in order to provide shade and canopy without unnecessarily blocking views and signage.

Street Furniture:

Street furniture should be selected to complement the other design elements compatible with the Borough's design standards. Street furniture anticipated to be used will include benches, kiosks, and trash receptacles. This Plan recommends a style for these design elements that suggests a modern interpretation of a traditional period.

Bicycle Facilities:

The Borough of Belmar wishes to encourage access by pedestrians and bicyclists. Bicycle facilities should be encouraged in the plan design with options for secure bike parking within residential buildings and along the street front for patrons of the commercial and office spaces.

Street Graphics:

1. Street graphics including wayfinding signage, pathway signage, identification signage and festive banners, etc. should conform to the standards of the Seaport Redevelopment Plan to further the vision of Belmar's downtown as a cohesive district.
2. For the purposes of this Plan, the approach to identification signage should be similar to that taken in standards for historic districts so that inconsistent, modern internally illuminated sign boxes do not compromise the appearance of the Borough's Downtown and adjacent Seaport District.
3. Depending on the distance between the building facade and the public walkway, identification signs may be a combination of not more than two types (freestanding, projecting, and wall mounted), subject to site plan approval by the Planning Board.
4. Freestanding signs must be ground mounted (no pylon or pole) and not higher than eight feet or wider than four feet. Two freestanding signs must not be located within twenty feet of each other on the same side of the street.
5. Projecting signs are limited to twelve square feet and must be made from solid materials, including carved wood or engraved metal. Signage design is encouraged to be creative and unique to the establishment.
6. Wall mounted identification signage must also be designed to fit within the architecture of the building and may not employ illuminated sign boxes with plastic faces. Facade signs will be limited to 5% of the facade area or 20 square feet, whichever is less, and should also use carved wood or engraved metal surfaces, although individual letter signs may be permitted at the discretion of the Planning Board if consistent with the architectural style of the building.
7. To the extent that it is appropriate to the architectural style of a building, identification signage will be permitted on awnings, canopies and facade mounted banners, as well as professionally executed, appropriately sized lettering on glass doors and storefront windows.

ARCHITECTURAL

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

1. Architectural styles used in rehabilitation of existing buildings and redevelopment of new buildings must be compatible with this plan, although strict compliance with authentic architectural detailing will not be required where, in the discretion of the Planning Board, another architectural style is more appropriate or desirable. Architectural styles must not be mixed on the same building and existing buildings with historic architectural value should be rehabilitated with exteriors restored consistent with their original architectural style.
2. All roofs, except for flat roofs with a parapet or when serving as the top deck of a parking structure, will be required to have a minimum slope of 30 degrees.
3. The use of roof treatments, such as dormers with a minimum slope of 22 degrees, scalloped parapets, multiple gable rooflines, cupolas, etc. is specifically encouraged to add visual interest to new and rehabbed buildings.
4. The use of detailing such as window shutters on upper floors, small paned storefront windows and entrance door side windows or decorative framing is recommended and encourage where appropriate to the architectural style.
5. The architectural design standards of this Section shall be applied to all sides of a building that faces a public walkway.

X. Consistency with Other State and Local Plans and Regulations:

STATE DEVELOPMENT AND REDEVELOPMENT PLAN

In reviewing the New Jersey State Development and Redevelopment Plan Volumes 1-4, the following information pertains to goals and policies for a program of rehabilitation which discusses the development and redevelopment policies.

The Borough of Belmar is designated as a Planning Area 1 or Metropolitan Planning Area in the State Development and Redevelopment Plan. The State Plan identifies the typical New Jersey town in this Planning Area as a relatively self-sufficient community with a mixed-use core commercial district that provides limited regional commercial, institutional, cultural and transportation opportunities. All of the aforementioned are available in the Borough of Belmar and the Block 95 Redevelopment Plan encourages continued provision of same by increasing economic vitality.

The mixed-use, Transit Village style and uses and commercial development contemplated for this plan are consistent with the type of development in the Planning Area 1. The Redevelopment Plan is in conformance with the State Development and Redevelopment as well as the Monmouth County Cross Acceptance Report.

MONMOUTH COUNTY MASTER PLAN

Monmouth County adopted a new Master Plan in 2016. The 2016 Land Use Element of the Monmouth County Master Plan designates the Borough of Belmar as a Historic Shore Town and Coastal Place and the downtown area of Belmar as a Commercial Business District and Arts, Culture, and Entertainment Hub. The Economic Development Chapter of the County Master Plan seeks to expand employment, improve business investment, add value to our tax base, and motivate more public and private investment in growth areas, particularly in places designated for redevelopment.

The Redevelopment Plan encourages redevelopment and new commercial uses in the designated Commercial Business District and will boost the local economy by attracting new and current residents, visitors and businesses to the Main Street. The creation of new commercial and office space will expand employment opportunities, improve business investment, and add value to Belmar's and Monmouth County's tax base. Through economic revitalization and the creation of a unique destination point, the Redevelopment Plan will enhance the overall quality of life in Monmouth County.

While we have cited limited goals and objectives in this consistency review, we have identified those goals and objectives that will be furthered by the Redevelopment Plan. Because the Block 95 Redevelopment Plan will contribute not only to the economic vitality of the Borough of Belmar but surrounding municipalities and the County at large, the Redevelopment Plan is consistent with the goals, objectives and policies stated in the Monmouth County Master Plan.

BOROUGH OF BELMAR PLANNING DOCUMENTS

This redevelopment plan is consistent with the Borough of Belmar's planning documents, including the following goals and objectives of 1989 Master Plan, 2000 Master Plan, 2006 Reexamination Report, and Seaport Redevelopment Plan:

1989 Master Plan

The following general goals and objectives of the 1989 Master Plan are relevant:

1. This Central Business District (CBD-1) will provide for a core area of downtown type development including such uses as offices, business services, specialty shops, banks and financial services, and restaurants. This district will allow for structures with heights of 3 to 4 stories, pedestrian traffic flow through the area, and intensive parking around the perimeter of the Business District. The District would complement the adjacent Marine Commercial district and provide for overflow parking and additional "nighttime" activities for the residents.
2. Main Street is one of the critical corridors whose visibility establishes Belmar's identity for visitors and residents. Development along Main Street should enhance the pedestrian environment and produce groupings of buildings and spaces which are visually and functionally compatible. Design guidelines and standards and public improvements should encourage a "downtown" theme that emphasizes the following:

-“Producing buildings that will relate visually in terms of light, air, height, spacing, bulk, scale and signage.”

2000 Reexamination Report

The 2000 Reexamination Report was never formally adopted as an amendment to the 1989 Master Plan; however, the adoption of the 2006 and 2016 Reexamination Reports both identified the following recommendations from the 2000 Reexamination Report that are relevant to this Redevelopment Plan:

1. To enhance the aesthetic qualities of the Central Business District streetscape by encouraging public and private improvements with a unified design theme to promote a "sense of place" unique to Belmar.
2. To revitalize the Central Business District by exploring economic initiatives such as Business Improvement Districts, Rehabilitation Area designations and the cultivation of a cultural tourism development strategy.
3. To promote a vital Central Business District by fostering retail sales and service uses at the street level, while acknowledging the appropriateness of residential and office uses at the second or third levels of multi-story structures.
4. To generate alternative land use strategies to return underutilized or fallow industrial and commercial lands to a tax productive role within the Borough while promoting compatibility with established surrounding land uses.

2006 Reexamination Report

The following information was identified in the 2006 Master Plan Reexamination Report that is pertinent to this Redevelopment Plan:

1. Restore consistency between the Borough's Development Regulations and the Land Use Master Plan Element.
2. Suggested amendments to the descriptions of the Central Business Districts to incorporate apartments-residences above commercial structures as permitted uses.
3. Revisit the appropriateness of the Multi-family Districts and encourage residential development that is more appropriate for the Borough.
4. Update the Borough's Development Regulations to establish a maximum residential density standard for all zones that permits residential uses.
5. Under the New Jersey Transit Village initiative, the state granted "Transit Village" designation to Belmar in the Fall of 2003. The Transit Village Study Area extends in a one mile radius from the Belmar train station and includes the commercial district south of Eighth Avenue, the Borough receives State aid for revitalization and redevelopment projects around its train station that promotes

public transportation as a primary mode of transportation, and ultimately reduces traffic congestion and improves air quality.

6. The State Development and Redevelopment Plan ("State Plan") has increased in importance over the years, as it becomes further tied to State policies and regulations of all State-level agencies and departments. As such, State funding and approval of permits is now more closely linked to the State Plan than ever, and the Planning Area and Center Designations on the State Plan Policy Map in particular. The SPPM currently in effect was adopted in March 2001. The entire Borough currently falls within Planning Area I (Metropolitan). PA I is intended to provide for much of the State's growth through redevelopment and revitalization efforts while at the same time preserving the existing character of older suburbs and neighborhoods. The Borough is nearly built-out, and any new development in the Borough is likely to occur in the form of redevelopment, infill, or Avenue and "E" Street, mapped as Parks and Natural Areas.

2016 Reexamination Report:

The most recent reexamination report, from 2016, identified the following items which are further by this redevelopment plan:

1. "Apartments-residences above commercial structures" has been incorporated as a Permitted Use in the Borough's Development Regulations in the following commercial zoning districts: CBD-1, CBD-2, B-C, MC-1, MC-2, PO-75. This use, also referred to as "mixed-use", should be encouraged throughout the commercial districts to build higher density that supports a strong, diversified economy and user base.
2. Enhance the aesthetic qualities of the Central Business District streetscape by encouraging public and private improvements with a unified design theme to promote a "sense of place" unique to Belmar.
3. Promote a vital Central Business District by fostering retail sales and service uses at the street level, while acknowledging the appropriateness of residential and office uses at the second or third levels of multi-story structures.

Seaport Redevelopment Plan:

The purpose of the Redevelopment Plan is to serve as the principal tool to guide the revitalization of the Belmar Seaport Village Redevelopment Area.

1. The redevelopment policy of the Borough is to balance efforts to attract new mixed-use residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties
2. Revitalize the north end of the downtown through redevelopment of identified redevelopment parcels using public-private partnership agreements with private sector redevelopers and other stakeholders.

3. Create a mixed-use residential, restaurant, entertainment, and specialty shop district along a re-landscaped riverfront.
4. Make the Belmar downtown a family destination and extend the tourism season into the Spring and Fall months.
5. Balance efforts to attract new residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties.
6. Build a new village-like image for the north end of the downtown around the harbor-like elements of the Shark River Inlet and Belmar Boat Basin/Marina.

This Redevelopment furthers the identified goals, objectives, and principals of Belmar's planning documents.

NEIGHBORING COMMUNITIES PLANNING DOCUMENTS

The municipalities sharing boundaries with Belmar are the Borough of Avon, the Borough of Neptune City and the Township of Neptune (across Shark River), Township of Wall, the Borough of Lake Como and the Borough of Spring Lake. Avon, Neptune Township and Neptune City do not directly abut the Borough of Belmar, but lie opposite Belmar along the Shark River Inlet, while Wall Township is adjacent to the south and west, Lake Como is due south and Spring Lake is adjacent along the oceanfront to the south. The Block 95 Redevelopment project is located in the center of Belmar, along Main Street and does not have a direct impact on the development objectives of neighboring communities. However, Main Street extends through the Borough of Avon to the north and the Borough of Lake Como to the south. The vision for the Main Street corridor as identified in the two (2) Boroughs is as follows:

1. Avon Borough- The Borough of Avon extends from the oceanfront along the Shark River Inlet to the south side of Route 71 (Main Street). The land uses in Avon and Belmar essentially mirror each other, except that the beach front uses in Belmar are more intensively commercial with residential uses taking over west of the second inland block and extending almost all the way to Main Street (Route 71), while residential uses predominate in Avon all the way to Ocean Avenue. Commercial uses are permitted along both sides of Route 71 in Avon.
2. Borough of Lake Como –The Borough of Lake Como's northern border extends from the NJ transit rail line to B St, along 16th Avenue. Belmar borders the Borough to the north along 16th Avenue and to the east along B St. Uses along the Main Street corridor are similar to those in Belmar. The Lake Como Development Regulations place the Main Street corridor in the General Business Zone and require that buildings in this zone be designed with an eye toward architectural detailing. Street Oriented Mixed-Use including retail sales and services, office space, and residential living is a conditional permitted use in the general business zone.

XI. Procedure for Amending the Plan

The Redevelopment Plan may be amended upon compliance with the requirements of the law. The Mayor and Council, at its sole discretion, may require the party requesting the amendment to prepare a study of the impact of the amendment.

XII. Implementation Tools

FINANCIAL INCENTIVES

The Borough will be progressive in the use of long and short-term property tax incentives through tax agreements when in the mutual interest of a redeveloper and the Borough. The Borough will also use grant and loan programs and property tax incentives to encourage rehabilitation of private property consistent with the use and design standards of this Plan. To the extent that the Borough is eligible for grant funds for public improvements necessary to facilitate a redevelopment project, the Borough will take a proactive approach toward securing those funds.

ECONOMIC REDEVELOPMENT & GROWTH GRANTS (ERG)

Redevelopment projects within the Redevelopment Plan will be considered on a case by case basis by the Borough for ERG gap financing pursuant to the Economic Stimulus Act of 2009 (N.J.S.A. 52:27D-489, et. seq.)

REDEVELOPMENT POWERS

The designation of this Redevelopment Plan as a "Non-Condemnation Redevelopment Area" deliberately excludes the exercise of the taking of property by eminent domain. One of the redevelopment policies of the Borough is that the present owners of property in designated redevelopment parcels be given every opportunity to participate in the redevelopment program through the reinvestment, rehabilitation, and/or redevelopment of their properties in accordance with the land uses, and building and design requirements of this Plan. To that end, the present property owners of properties within the Redevelopment Area are encouraged to present their own proposals for redevelopment in accordance with this Plan.

XIII. Temporary and Permanent Relocation

The Local Redevelopment and Housing Law requires that any redevelopment plan make adequate provision for temporary or permanent relocation of any resident in the project area. As there are no residential buildings in the redevelopment area, there is no need to make provisions for temporary or permanent relocation of any resident.

XIV. Identification of Property to Be Acquired

The Local Redevelopment and Housing Law requires that any redevelopment plan identify any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan. The redevelopment plan is for non-condemnation so there is no need to make provisions to identify potential land to be acquired.

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