Seaport Redevelopment Program
Borough of Belmar, New Jersey

REDEVELOPMENT PLAN UPDATE

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PREFACE

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

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

This Redevelopment Plan was developed by the consultant under the direction of Mayor Kenneth E. Pringle and Borough administrative staff. It was revised several times by Belmar Borough Council under the administrations of Mayor Pringle and current Mayor Mathew Doherty.

1.0 INTRODUCTION / STATEMENT OF PURPOSE & POLICIES

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

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

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

The redevelopment policy of the Borough is to balance efforts to attract new mixed-use residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties and reassure the owners of properties and businesses that the Borough will not exercise its powers arbitrarily or capriciously.

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

1.1 REVIEW OF APPLICATIONS FOR REDEVELOPMENT

Applications for redevelopment whether by a Redeveloper selected pursuant to Section 10, or by the present property owner shall be reviewed as set forth in this section. The Application shall be submitted on the standard Borough forms for a Site Plan and/or Subdivision with the usual fees and escrows which shall be charged for the review reports and related work of the Borough professionals.

The Application for redevelopment shall first be reviewed by Borough staff and professionals for a consistency determination which shall include, but not be limited to, a review of the project to determine general compliance with the proposed development and uses of the parcel and related standards in this Plan, the aesthetics of the project and the projects coordination with other existing projects and with the proposed development and uses in this Plan for neighboring parcels and neighboring properties whether or not they are addressed in this Plan.

After a favorable review of the Application, negotiation of a draft Redevelopment Agreement with a prospective redeveloper and adoption of a resolution by the Mayor and Council designating the prospective redeveloper as a redeveloper for a designated Parcel (or portion thereof) and authorizing the execution of the redevelopment agreement negotiated, aa preliminary and/or final site application will be prepared and submitted to the Technical and Design Review Committee and its Subcommittees as provided for in Belmar Code Section 40-3.15.1 et seq. After the review by the Technical and Design

Review Committee and its Subcommittees, the preliminary and/or final site application shall then be submitted to the Planning Board for its review as provided by law and in this Plan. Thereafter, the Borough Council shall have the authority under this Plan to modify or overrule any bulk variance granted by the Planning Board within 30 days of receipt of the memorializing resolution from the Board as further provided for in Section 4.0 of this Plan.

1.2 HISTORICAL BACKGROUND OF STUDY AREA

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

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

The Shark River Inlet has afforded safe haven for small ocean-going fishing vessels for over a hundred years. Currently the river is crossed in three places: Ocean Avenue, Route 71 (Main/F Street) and Route 35. Two of these crossings (Ocean Avenue and Main Street) have drawbridges to enable the recreational fishing fleet and larger pleasure craft to move up and down the river from the boat basin to the ocean. The drawbridge at Route 35 was replaced by a high span bridge by 2005, which enabled the Belmar Marina to be connected to the rest of the Seaport Redevelopment Area via an extension of Seventh Avenue. As a result of the marine activity traditionally associated with the Shark River Inlet, several water-related commercial uses are located along the river from the east side of Main/F Street to the railroad bridge. These uses include a commercial boat storage facility (Ap's Marina) and two seafood restaurants: Havens and Hamptons (now closed) and Ollie Klein's Fish Market and Restaurant. Other uses that have river frontage but which are not water related include the vacant Pied Piper Ice Cream warehouse building located next to the railroad bed.

The impetus for the Belmar Seaport concept is provided by the construction of a new Route 35 high span bridge over the Shark River, which has re-connected Belmar's Marina with its downtown area via an extension of Seventh Avenue and provides an opportunity for a continuous one and one half (1½) mile-long pedestrian walkway along the river from the marina to Main Street. The State Department of Transportation completed the Bridge by the Spring of 2005. This date coincided with the Borough's completion of the transient boat area constructed with grant funds awarded to the Borough pursuant the Federal Boating Infrastructure Grant program.

Over the past twenty years Belmar's downtown has struggled with the fluctuating seasonal market for goods and services that is typical of a resort community. To some extent, downtown merchants compete with beachfront merchants for their share of the tourist dollar, while also trying to meet the needs of the residents. The center of the downtown commercial corridor, at its intersection with 10th Avenue, has made impressive strides in upgrading its image, and the improved visual quality and new commercial investment is very apparent. Some redevelopment has occurred with construction of mixed-use projects on Main Street and 7th Street and Main Street and 8th Avenue.

1.3 GOALS & OBJECTIVES OF SEAPORT REDEVELOPMENT PLAN

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

1. Revitalize the north end of the downtown through redevelopment of identified redevelopment parcels using public-private partnership agreements with private sector redevelopers and other stakeholders.

2. Create a mixed-use residential, restaurant, entertainment and specialty shop district along a re-landscaped riverfront.

3. Make the Belmar downtown a family destination and extend the tourism season into the Spring and Fall months (shoulder seasons).

4. Balance efforts to attract new residential and commercial development to the Redevelopment Area with the need to encourage the rehabilitation of existing properties.

5. Unify the downtown with the Marina and adjacent park and adaptively re-use the existing roadway of Route 35 replaced by the high span bridge.

6. Build a new village-like image for the north end of the downtown around the harbor-like elements of the Shark River Inlet and Belmar Boat Basin/Marina.

7. Provide additional over-flow parking for the customers of the party and charter boats in the Marina.

2.0 DESCRIPTION OF PROJECT

2.1 BELMAR SEAPORT VILLAGE REDEVELOPMENT AREA

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

After the portion of the Belmar Marina not included in the original Seaport Village Redevelopment Area, as well as Maclearie Park, were designated as an Area In Need of Rehabilitation, the Borough Council adopted the "Redevelopment Plan Update" prepared by Maser Consulting, P.A. dated April 15, 2011 as the amended redevelopment plan and on March 7, 2012 the Borough Council adopted ordinance #2012-02 which approved and adopted further amendments to the Original Redevelopment Plan (collectively, the "**Amended Redevelopment Plan**") to include requirements for the Belmar Marina and Maclearie Park Rehabilitation Area.

After the entire Borough was designated as an Area In Need of Rehabilitation as part of its recovery efforts after Superstorm Sandy, the Belmar Council adopted Resolution 2014-65, "Creating a new advisory committee for the purpose of discussing the redevelopment of Belmar". The Advisory Committee made a recommendation that the Seaport Village Redevelopment Area be expanded to include most of the downtown core. The Committee felt that the Borough was no longer interested in acquisition or condemnation of properties, as it was felt that large-scale redevelopers were no longer necessary and the reorganization of public parking and transition to properties operated by public-private partnerships was a new priority.

As part of the implementation of the Advisory Committee's report of January of 2015, an Area In Need of Redevelopment (AINR) Preliminary Investigation and Report (entitled, "Redevelopment Area Preliminary Investigation Report, Seaport Redevelopment Area Expansion", dated June 28, 2016) was performed by Maser Consulting, PA during the months of April through July of 2016 and a public hearing was held by the Belmar Planning Board on July 18, 2016. The Planning Board made a recommendation to the Borough Council to expand the Seaport Village Redevelopment Area to include Block 106, Lots 1-3, 5-6, 10.01, 10.02 and 11; Block 116, Lots 1-2; Block 117, Lots 1-4, 6-9, and 12-15; Block 67, Lot 4.01; Block 86, Lots 1-7; Block 86.01, Lot 1; Block 87, Lots 1-3; and Block 96, Lots 1 and 3-9 on the tax maps of the Borough of Belmar without the power of condemnation (see map of expanded Redevelopment Area in Appendix). On July 20, 2016, the Borough Council adopted a resolution (see Appendix) designating the property recommended by the Planning Board as part of the Seaport Village Redevelopment Area (the "**Expanded Seaport Redevelopment Area**").

The Seaport theme envisioned in this Plan follows the examples of the traditional New England fishing villages that feature human scale (one to three and a half story) buildings with pedestrian pathways and public spaces. The partial reliance on public parking, combined with the natural attraction of a waterfront location requires restaurants and shops to be within a comfortable walking distance, preferably along the walking route between the parking and the waterfront to encourage impulse

spending along the way. The strategy of controlling the movement of people into the area by car, boat and transit, and their transition to movement through the area on foot to encourage window-shopping and impulse buying, is used in the planning of enclosed shopping malls and theme parks.

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

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

1) Public Parking (approximately 773 spaces total)
    a. Seaport Plaza (270 spaces)
    b. Phase II Seaport Parking Deck (238 spaces, 188 spaces net)
    c. Side Street Parking (179 spaces total)
        a. Seventh Avenue (West): 37 +/- spaces
        b. Seventh Avenue (East): +/- 29 spaces
        c. Eighth Avenue (West): +/- 42 spaces
        d. Eighth Avenue (East): +/- 18 spaces
        e. Sixth Avenue: +/- 22 spaces
        f. Fifth Avenue: +/- 20 spaces
    d. New Municipal Surface Lots (136 spaces total)
        a. Eighth Avenue (Parcel 14): 46 spaces
        b. Eighth Avenue (Parcel 16): 15 spaces
        c. Fifth/Sixth Avenue (Parcel 10): 75 spaces

2) Waterfront Attractions
    a. Restaurants
    b. Open Air Farmers/Fish Market
    c. Riverfront Walkway
    d. Marina (Commercial & Sport Fishing Fleet and Transient Slips)
    e. Boat & Watercraft Rentals & Excursions
    f. Water Transportation Services (water taxis, ferries)
    g. Seaport Plaza
    h. Waterfront Park and Recreation Uses

3) Support Retail, Inclusive of:
    a. Art Studios, Galleries & Craft Shops
    b. Performing Arts Theater
    c. Antique Shops
    d. Bookstores
    e. Gift, Novelty & Souvenir Shops
    f. Cafes & Ice Cream Shops

g. Bicycle Rental
h. Photography Stores
i. Vendor carts (Purchased by Borough and leased to licensed vendors at designated locations approved by the Borough)

4) Offices
   a. Professional & General Offices except on the ground floor or street level in buildings fronting Main/F Street or along Shark River Inlet.
   b. Real Estate Offices and Travel Agencies except on ground floor or street level in buildings fronting the Shark River Inlet.
   c. Governmental Offices

5) Residential Dwelling Units (second level or above)

2.1.1 Public Parking

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

Based on the Seaport Phase 1 Conceptual Plan, public parking is proposed in Seaport Plaza during the initial phase of redevelopment, and in a Seaport Plaza Parking Deck, if necessary, to facilitate the buildout of the Plan, or as part of the structured parking provided for a private, mixed-use redevelopment project. It is anticipated that the Seaport Plaza parking, conceived as a reconfiguration of the Borough Hall parking lot, Fifth and Railroad Avenues into a “car park” that doubles as an open air public gathering space, would also serve as satellite parking for beach and Belmar Marina visitors on weekend days during the Summer. Existing street parking will continue to be provided along Fifth, Sixth, Seventh and Eighth Avenues. Factoring in a conservative 25% allowance for shared parking as a result of the pedestrianization of the Seaport and availability of transit and transient boater access should offset the demand for parking in the Seaport Village Redevelopment Area. It is estimated that the combination of public parking within the Seaport Plaza and other additional municipal parking lots, as well as some private off-street parking, should be sufficient to meet the parking demand created by the buildout of the Plan No parking structures are proposed in this Plan east of Main/F Street due to the close proximity of low-density residential neighborhoods.

Seaport Plaza

Seaport Plaza will be created through the consolidation of properties between Fifth and Seventh Avenues west of F Street, including the right-of-way of the three streets. The initial phase of the Plaza would exclude the acquisition of the Elks Club property and the adjacent residence. If the members of the Elks Club find a suitable relocation site, this Plan would call for the future acquisition of the existing

Lodge and residence and expansion of the Seaport Plaza parking layout to include those properties. Such future expansion would increase the estimated Plaza parking inventory from about 270 spaces to about 314 spaces.

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

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

Seaport Plaza Parking Deck

The Seaport Parking Deck is proposed for construction over a portion of the Seaport Plaza parking lot as a later phase of redevelopment and only if the parking demand exceeds the capacity of the Plaza surface parking and other municipal lots in the redevelopment area. This facility is envisioned as four levels of parking (including the roof) on three and one-half stories, with the first parking level one-half story below grade. The deck would have a footprint of 115 feet by 180 feet, with two story street level retail fronting the Plaza, and a small amount of street level space (about 1,000 sq. ft.) for retail or an administrative office facing Seventh Avenue. The main level of retail space fronting on the Plaza would extend into the lower and ground levels of parking in order to allow a depth of 50 feet for the commercial uses (48 stalls per level). The upper two levels (3rd level and roof) of the parking deck would extend about 20 feet over the rear of the retail space to provide the full amount of parking (70 stalls per level) on those levels for a total of 236 parking spaces. However, the deck would be built on a portion of the Seaport Plaza currently planned for surface parking for about 50 parking spaces. Therefore the net gain would be 188 spaces. In addition, if it becomes necessary or desirable to recapture the space of the roof for outdoor recreational activities, such as miniature golf course, observation deck, amphitheater, or similar uses, the net increase in parking would be reduced to 118 spaces.

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

The Seaport Parking Deck is intended to supplement the supply of long term (daily in hourly increments) parking available in the Seaport Plaza. It is proposed for redevelopment at such time that the Plaza parking becomes utilized to 80% of capacity and/or the Borough governing body determines

that additional off-street parking is needed, or at such time as a public-private partnership is reached making the construction of the deck financially feasible.

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

2.1.2 Waterfront Attractions

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

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

2.1.3 Support Retail

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

The controlled presence of vendor carts can both add interest, activity and convenience to the Seaport Plaza, parks and pedestrian walkways; and contribute revenue through licensing fees and cart leases for

the maintenance and operating costs of the Seaport. The carts could be selected and purchased by the Borough and the items sold from the carts could be controlled through a licensing process so as not to compete unfairly with existing and newly established merchants in the Seaport.

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

2.1.4 Residential

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

2.2 BELMAR MARINA-MACLEARIE PARK REHABILITATION AREA

The Belmar Marina-Maclearie Park Rehabilitation Area in the Borough encompasses approximately 36 acres of land and water in the northwestern end of the Borough. The area extends from the western edge of Maclearie Park (Block 225, Lot 1) to the eastern edge of the Belmar Marina (Block 88, Lot 1), including all of the land, docks and other marina improvements north of State Route 35 (River Road).
The boundaries of the Rehabilitation Area are depicted on the map entitled "BELMAR SEAPORT VILLAGE REDEVELOPMENT AREA & BELMAR MARINA-MACLEARIE PARK REHABILITATION AREA", located in the Appendix.

3.0 RELATIONSHIP TO LOCAL OBJECTIVES AND MUNICIPAL DEVELOPMENT REGULATIONS

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

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

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

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

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

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

4.0 OVERVIEW OF PROPOSED LAND USES AND BUILDING REQUIREMENTS

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

New development on one or more existing lots which match the minimum lot size requirements established in this Plan shall be governed by the land uses and building requirements of this Plan. The design of redevelopment project shall refer to the Seaport Village Redevelopment Area Design Guide (the "Design Guide") as adopted by resolution of the Mayor & Council on March 22, 2006 and as may be amended by ordinance from time to time. The Design Guide is hereby incorporated into the Seaport Redevelopment Plan as supplemental design standards, but deviations from the Design Guide are not subject to the waiver requirements of this Plan and can be administratively approved by the Technical Design and Review Committee. All new development and redevelopment must be consistent and conforming to this Plan and no Use Variance may be granted by the Zoning Board of Adjustment to permit a use that is prohibited in this Plan. Bulk requirements of this Plan may be varied by the Belmar Planning Board as part of a site plan application in the same manner as applies under the Belmar Development Regulations, except that a copy of the memorializing resolution shall be submitted within ten days to the Borough Administrator for review by the Borough Council. The Borough Council shall have the authority under this Plan to modify or overrule any bulk variance granted by the Planning Board within 30 days of receipt of the memorializing resolution from the Board. The applicant shall be notified in writing by the Board Secretary of any modification or overruling of a bulk variance and include a copy of the amended resolution with the notice. Such amended resolution shall become the final action of the Borough with regard to the site plan application and publication of the decision shall be made as required in the Municipal Land Use Law.

4.1 SEAPORT VILLAGE REDEVELOPMENT AREA

4.1.1 Land Uses

The land uses permitted within the Seaport Village 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.

A. Permitted Uses:

a. Public Parking Facilities
b. Public Plazas and Recreation Areas
c. Restaurants & Brew Pubs, excluding fast food but allowing cocktail lounges & outdoor cafes

d. Indoor and Outdoor Farmers/Seafood Markets
e. Pedestrian & Bicycle Pathways and Facilities
f. Marinas, Boat building & Repairing & Boat Dealers
g. Boat, Kayak & Watercraft Rentals & Excursions
h. Water Transportation Services (water taxis, ferries, sight-seeing and excursion boats)
i. Art Studios, Galleries & Craft Shops
j. Performing Arts Theaters
k. Antique Shops
l. Bookstores
m. Gift, Novelty & Souvenir Shops
n. Cafes, Candy, Confectionery & Ice Cream Shops
o. Bicycle Rental
p. Camera & Photography Supply Stores
q. Professional & General Offices except on the ground floor or street level fronting Main/F Street or along Shark River Inlet, and provided that such offices fronting on Main Street may not have more than 1,000 square feet and 20 feet of frontage on the ground floor or street level).
r. Real Estate and Travel Agencies except on the ground floor or street level in buildings fronting the Shark River Inlet, and provided that such offices fronting on Main Street may not have more than 1,000 square feet and 20 feet of frontage on the ground floor or street level).
s. Municipal Offices & Services
t. Borough Licensed Vendor Carts, and Vendors who are veterans, exempt fireman or others possessing a valid license issued pursuant to N.J.S.A. 45:24-9 et seq.
u. News Dealers and Newsstands
v. Indoor and Outdoor Recreation and Community Facilities
w. Retail Clothing Stores
x. Hobby Shops
y. Sporting Goods, Apparel and Equipment
z. Residential Dwelling Units , provided that they shall be restricted to the second floor or above where:
    i. fronting on Main/F Street
    ii. on a side street within fifty (50) feet of Main/F Street
    iii. within a building that fronts on Shark River Inlet, unless located entirely within one hundred (100) feet of an adjacent residential zone.
aa. Existing Educational Facilities, provided that a site not currently used for educational facilities and not located on Main/F Street may be constructed or rehabilitated for an educational facility that is being relocated from another site in the Seaport Village Redevelopment Area under redevelopment or rehabilitation for a use permitted in the Plan.

4.1.2 Building Requirements

A. Lot and Bulk Requirements:

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

*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.

** The height and amount of "step back" and "set back" of buildings shall be in accordance with the Design Guidelines, unless a deviation is recommended by the Technical Design and Review Committee. For uniformity, all heights set forth in this Section 4.1.2 are to be measured from grade at the centerline of Main Street, 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: Street fronting buildings with interior parking may exceed 40 feet in height at the streetline, provided the permissible height shall comply with the setbacks and stepbacks established in the Design Guidelines as amended . In the event that the Design Guidelines differ from the provisions of this Plan, the Plan shall govern. The maximum height of the principal portion of the structure at a zero foot (0') setback from a property line fronting on a street shall be 28'. No principal portion of the structure that exceeds 28' feet in height shall be located within 8 feet of the property line fronting on a street. The maximum height of the eave of a 3 ½ story building shall not exceed 39' 6" and the average height of the roof between the eave and the peak of the roof shall not exceed 46 feet. Portions of a structure that exceed 39'6" in height shall consist solely of a half-story area built within sloped roofs and horizontally concealed mechanical areas, and may include dormers and gable ends built therein, and such tower and architectural roof elements as are contemplated by the Design Guide and permitted by the Planning Board. Where the eave above the third story is constructed at a height greater than 38' the slope of the roof shall not exceed a pitch of 4-on-12. The Planning Board shall have the discretion to permit greater slopes where the eave above the third story is less than 38' feet. Where any portion of a dormer is constructed above 39'6" the said dormer shall be stepped back a minimum of 16 feet from any property line fronting on a street. Where a roof ridge line located above 39'6" is aligned so as to be perpendicular to a property line fronting on a street, thereby creating a gable face, the gable face shall be set back at least 16 feet from the said property line. The maximum height of a roof ridge line shall not exceed 52 feet above grade as measured from the centerline of Main Street.

b. BUILDINGS WITHOUT INTERIOR PARKING: Street fronting buildings without interior parking shall not exceed 40 feet in height at the streetline and shall meet the following

requirements. The maximum height of the principal portion of the structure at the streetline 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 streetline at the maximum height. 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). The overall relationship of building height to street width along a street facing façade of a project on a site with greater than 50 feet of street frontage shall maintain a ratio not less than 1 foot of building height to 1.5 feet of street width, measured from the building façade to the centerline 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. Building breaks shall be provided at intervals equal to the lesser 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. Building corners at street intersections shall be designed as a visual focal point. Such corner treatments may exceed the height restrictions of this section subject to the prior approval of the Redevelopment Entity, provided such additional height is needed to achieve architectural ornamentation and not support additional floor area.

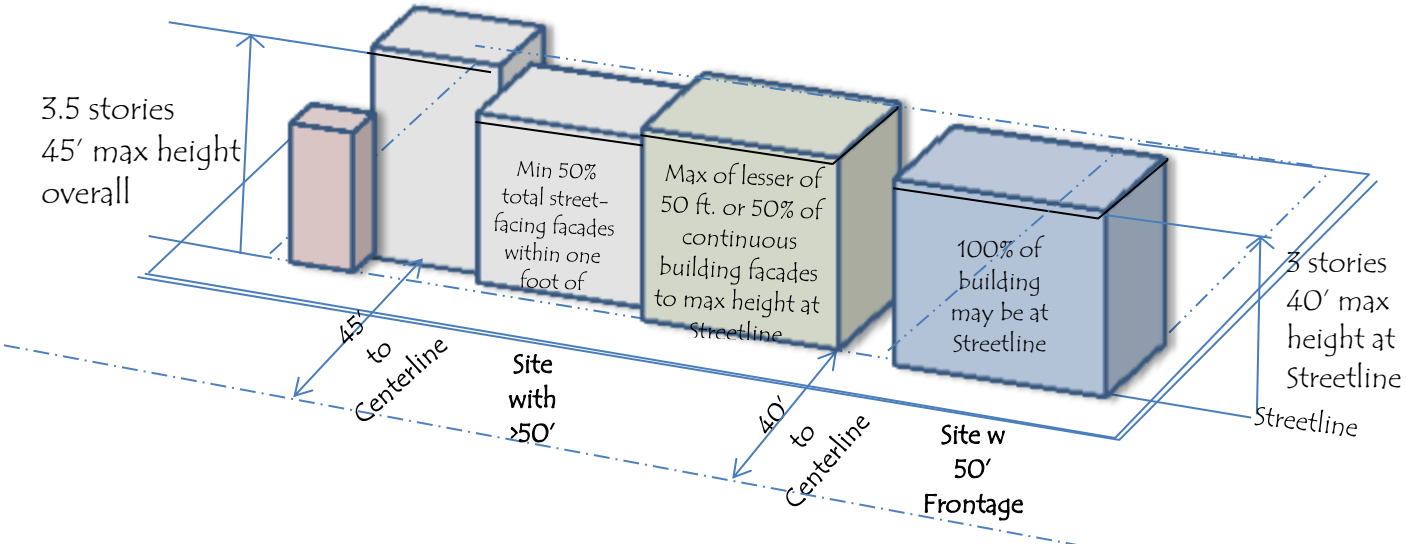


Figure 1: The ratio of building height to street width is the average taken along a block front. In the illustration above, the average ratio is a minimum of 1:1.5 and a maximum of 1:1 at the streetline for one side of the block.

For purposes of this Section 4.1.2, "building height shall be measured from street centerline (or, if located in a flood hazard area, from the Base Flood Elevation) to the eave of a pitched roof and the base of the parapet or cornice of a flat roof. A "half-story" shall be defined as the livable space located in a finished attic or dormer area above the eave of the building. The "principal portion" shall be defined as the structure's façade exclusive of architectural elements such as window bays, trellises, roof overhangs, decorative screens, railings and the like as are contemplated by the Design Guide and permitted by the Planning Board. For properties located adjacent to residential boundary zones, also see footnote **** below.

*** The Floor Area Ratio shall not apply where redevelopers provide enclosed parking on site for at least all reserved parking spaces for residential units.

**** A minimum 10-foot building setback shall be provided along any residential property zone boundary. The maximum height at the 10' setback line from a residential property zone boundary shall be 26'. No principal portion of the structure that exceeds 26' feet in height shall be located within 15 feet of the residential property zone boundary. The maximum eave height within 25 feet of any residential zone boundary shall be 36 feet. Any part of the structure that is greater than 36 feet and located within 35 feet of a residential boundary shall consist solely of sloped roofs at a pitch not to exceed 4-on-12 and may include dormers built therein, and architectural roof elements as are contemplated by the Design Guide and permitted by the Planning Board. The maximum height of the roof ridge line within 35 feet of a residential boundary shall be no greater than 49' 6". Where a roof ridge line is aligned so as to be perpendicular to a residential property zone boundary, thereby creating a gable face, the gable face shall be setback at least 10 feet from the said zone boundary and shall have maximum height of a roof ridge line not exceeding 43 feet.

***** For uniformity, all heights set forth in this Section 4.1.2 regarding River Fronting properties are to be measured from grade at the centerline of the adjoining street, except that heights for buildings located in a flood hazard area delineated by the Federal Emergency Management Agency (FEMA) may be measured from the Base Flood Elevation. Structures that are on River Fronting properties shall comply with the "step back" and "set back" requirements of the Design Guidelines, unless a deviation is recommended by the Technical Design and Review Committee, and as described in ** above, except that where building orientation on a river fronting parcel is angled between 45 degrees and 135 degrees away from a bulkhead running parallel to the river walk, the 1.5 story/25 foot height requirement for portions of a building within 25 feet of the bulkhead will not apply. The Planning Board shall have the discretion to permit heights greater than 35' for buildings on river fronting Parcels, if recommended by the Technical Design and Review Committee, but not more than 42'.

While the minimum lot sizes have been established in general accordance with existing CBD-2 zoning requirements, prevailing lot sizes and logical redevelopment parcel configurations, there are some differences with current zoning regulations. Maximum impervious coverage has been set at the greater of 80% or the amount of preexisting impervious surface in accordance with the amended CAFRA regulations for "Coastal Towns" as established by NJDEP consistent with the Planning Area 1 guidelines of the State Development and Redevelopment Plan. The maximum building height has been reduced from the current 2.5 stories and 35 feet to 1.5 stories and 25 feet for buildings oriented parallel to and within 25 feet of the bulkhead along the Shark River Inlet. This requirement is designed to provide a more intimate scale and greater sense of openness along the water's edge in combination with maximum public access, consistent with CAFRA land use policies. However, architectural elements that are ornamental in nature (clocktowers, turrets, cornices, etc) and nautical structures in appropriate locations, such as a lighthouse, that contributes to the Seaport Theme, may be permitted to exceed the height limitations up to a maximum of 45 feet, subject to review and recommendation of the Technical Design Review Committee.

Figure 2: Examples of use of turrets as architectural elements to highlight building corners, etc.

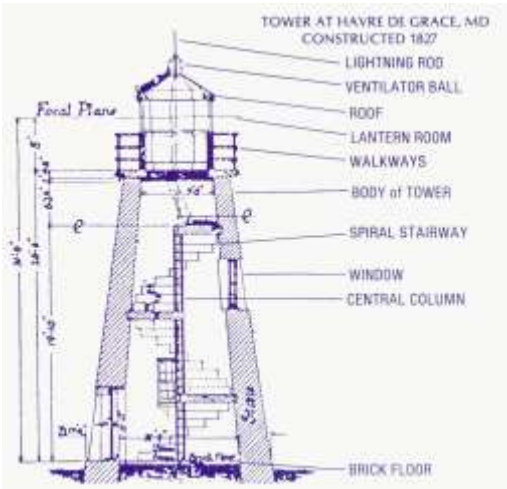


Figure 3: Sample elevation of lighthouse structure permitted to exceed height limitation to a maximum of 45 feet to the base of the roof.

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

4.1.3 Parking Requirements

Parking shall be provided for redevelopment of property or the addition or expansion of any building or use existing within the Seaport Village Redevelopment Area as of the effective date of this Redevelopment Plan. Such parking shall be provided based on three parking spaces per 1,000 square feet of all nonresidential uses and two parking spaces per dwelling unit for residential uses, except there will be no parking space required for any residential unit designated as an Affordable Housing Unit. Any project that includes a marina shall provide parking for the marina based on the requirements of NJ Department Environmental Protection CAFRA regulations. However, subject to the conditions set forth below, a 50% shared parking allowance will be made for combining weekday uses with evening/weekend uses in the same building. Office and general retail uses are considered to be weekday uses, while residential and restaurant uses are considered to be evening/weekend uses. 50% of the parking requirement of the evening/weekend use of the building may be met through parking already provided for the weekday use.

Such additional parking may be provided by:

a) Providing the required spaces on-site.
b) Providing the required spaces on other properties owned by or under the control of the developer, 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.
d) A combination of alternates (a), (b), and/or (c) acceptable to the Borough Council shall be acceptable for purposes of Plan approval only.
e) To the extent parking requirements are not met as provided above by either options (a) and (b) or a combination of the two, the developer must contribute to a fund dedicated by the Borough for the purpose of constructing public parking facilities within the Seaport Village 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 Seaport Village Redevelopment Area by the difference between the number of parking spaces the Planning Board determines that the development requires pursuant to Section 4.3 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.

4.2 BELMAR MARINA-MACLEARIE PARK REHABILITATION AREA

4.2.1 Land Uses

The land uses permitted within the Belmar Marina-Maclearie Park Rehabilitation 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.

A. Permitted Uses:

a. Commercial and recreational facilities, municipal buildings, parks, playgrounds, and other municipal facilities as are deemed necessary and appropriate by the Borough Council are permitted.
b. Public and privately owned and/or operated recreational facilities, including ancillary uses, such as bait and tackle sales, charter boat rentals and food/beverage concessions.
c. Restaurants, Including Drive-In/Take-Out.
d. Gift, Novelty and Souvenir Shops.
e. Specialty Shops.
f. Services incidental to Water Transportation.
g. Marinas and Related Support Facilities.
h. Municipal Services and Facilities.
i. Public Parks, Playgrounds, Athletic Fields and Swimming Pools.
j. Miniature Golf Courses.
k. Indoor and Outdoor Farmers/Seafood Markets.

4.2.2 Building Requirements

A. Lot and Bulk Requirements:

The setback, height and related bulk requirements for buildings to be constructed within the Belmar Marina-Maclearie Park Rehabilitation Area shall be determined through by the Borough Council, acting as the Redevelopment Entity, on a project by project basis.

5.0 IDENTIFICATION OF PROPERTY FOR ACQUISITION & REDEVELOPMENT

5.1 IDENTIFICATION OF REDEVELOPMENT PARCELS

The Belmar Seaport Village Redevelopment Area ~~has~~ had been divided into 19 Redevelopment Parcels, ~~as shown on the Belmar Seaport Village Concept Plan~~. Of the 19 parcels, Parcel 1 ~~is~~ was the Seaport Plaza, leaving 18 redevelopment parcels for the permitted uses listed in Section 4.0 above. Redevelopment Parcels were identified based on logical combinations of lots within a block that would enable ideal redevelopment scenarios (mixed use buildings, etc.). However, the Belmar Redevelopment Advisory Committee's Report of January of 2015 recommended that the use of redevelopment parcels be discontinued, as redevelopment projects are now being implemented on smaller properties by local redevelopers rather than one large redeveloper implementing the entire redevelopment plan. ~~**Redevelopment of complete Parcels as listed below is strongly encouraged, but not mandatory.** Portions of Redevelopment Parcels that are improved with permanent redevelopment p~~Projects conforming to the permitted uses and development requirements of this Plan shall be designed, where possible, to consider potential future expansion or connections with subsequent redevelopment of other lots within the Redevelopment ~~Parcel~~Plan Area. ~~However each redevelopment proposal for other portions of the Redevelopment Parcel will be evaluated separately by the Borough on its own merits~~.

~~5.2 IDENTIFICATION OF REHABILITATION AND REDEVELOPMENT REQUIREMENTS~~

~~All of the buildings currently within Parcel 1 (Seaport Plaza) are designated for clearance, with the exception of the Belmar Municipal Complex, the Elks Club on Lot 11 and the adjacent residence on Lot 12. Parcels 2 through 19 contain some buildings or sites that are designated for rehabilitation and others that are designated for redevelopment as follows:~~

~~**Parcels with Buildings to Be Rehabilitated:**~~

~~Parcel 2: Rehabilitate or redevelop Pied Piper Building site and reconstruct site improvements facing Seaport Plaza and riverfront, including riverfront walkway and landscaping;~~

~~Parcel 3: Reconfigure parking and landscaping to integrate with Seaport Plaza. Encourage facade alterations to incorporate Seaport architectural theme using low interest loan pool financing and short-term property tax incentives;~~

~~Parcel 5: Rehabilitate site with landscaping, lighting and pedestrian walkways. Modify building entrances, if necessary to orient toward Seaport Plaza, including outdoor dining areas near pedestrian walkways;~~

~~Parcel 6: Rehabilitate one story masonry used car garage, and/or redevelop with new building(s) for one or more uses permitted in Section 4.0 of this Plan. Rehabilitate and/or redevelop site with landscaping, lighting and pedestrian spaces. The Parcel contains one property, Block 56, Lot 4, which is undersized and it is recognized that this nonconformity is a~~

~~preexisting nonconformity and despite this nonconformity the Parcel can be rehabilitated and/or redeveloped as provided;~~

~~Parcel 6B: The parking lot of Block 56, Lot 2, identified as Parcel 6B on the Parcel Identification Map, was originally identified for acquisition for redevelopment of adjacent Parcel 6. However, as Parcel 6 is now recommended for rehabilitation, Parcel 6B is now also recommended for rehabilitation in conjunction with either Parcel 5 and/or Parcel 6.~~

~~Parcels 7/8: Rehabilitate and integrate existing restaurant, fish market and adjacent residence into consolidated and expanded restaurant and seafood market or other use permitted in Section 4.0 of this Plan. Rehabilitate site with landscaping, lighting and pedestrian walkways, including riverfront walkway, in accordance with the pedestrian access easements indicated on the Seaport Conceptual Plan;~~

~~Parcel 12: Rehabilitate, consolidate and expand existing building professional office (former VFW building) consistent with Seaport architectural design standards. Rehabilitate site with landscaping, lighting and pedestrian walkways.~~

~~Parcel 20: Rehabilitate Belmar Marina and Maclearie Park for variety of recreational and limited commercial uses as set forth in this Plan.~~

~~Individual tax lots may be developed as allowed under this Redevelopment Plan, subject to design consideration given to subsequent redevelopment of full Parcels as set forth herein.~~

5.2 SUPPLEMENTARY REHABILITATION PROVISIONS:

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

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

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

~~Parcels Designated for Redevelopment:~~

~~Other than the Seaport Plaza (Parcel 1 as shown on the Parcel Identification Map), the following Parcels are designated for redevelopment, including the clearance of existing buildings and the construction of new buildings in accordance with the Seaport architectural design standards for uses permitted in Section 4.0 of this Plan:~~

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

~~Parcel 8: Reconfigure Parcel as shown on the Redevelopment Parcel Map of this Plan. Redevelop site with landscaping, lighting and pedestrian walkways in accordance with the pedestrian walkway system indicated on the Seaport Concept Plan, including riverfront public plaza and landscaping;~~

~~Parcel 9: Develop Block 55, Lots 10, 12, and 13.2 for new commercial or mixed-use building with Seaport architectural design standards. Rehabilitate site with landscaping and lighting;~~

~~Parcel 11: Redevelop new commercial building on parking lot portion of senior apartment building and replace parking along one-way road parallel to rail right of way.~~

~~Parcel 13 and 14 (800 Main Street) Block 85 Lot 9, 10 and Lot 18 (the Ninth Avenue municipal parking lot): Redevelop new commercial or mixed-use building, consistent with Seaport Village Redevelopment Design Guide with parking coordinated with the municipal parking on Lot 18, which is adjacent to and contiguous with Parcel 13 in the redevelopment area.~~

~~Parcel 15 and 16 (former DiFeo Used Car site): Redevelop new mixed use building with enclosed parking consistent with Seaport Village Redevelopment Design Guide.~~

~~Parcel 17, consisting of Block 55, Lots 6, 7, 8 and 9 (500 Main Street, Acropolis parcel and former Yard Two-Family home): Redevelop new mixed use building with enclosed parking consistent with Seaport Village Redevelopment Design Guide.~~

~~Parcel 19, consisting of Block 45, Lot 1, 4 and 5 (AP's Marina, former Havens & Hampton Restaurant and 604 Fifth Ave residential property): Redevelop new mixed use buildings with enclosed and surface parking consistent with Seaport Village Redevelopment Design Guide. Redevelop site with landscaping, lighting and pedestrian walkways in accordance with the pedestrian walkway system indicated on the Seaport Concept Plan including riverfront public plaza and landscaping.~~

~~**Individual tax lots may be developed as allowed under this Redevelopment Plan, subject to design consideration given to subsequent redevelopment of full Parcels as set forth herein**.~~

5.3 SUPPLEMENTARY REDEVELOPMENT PROVISIONS:

Provisions Related to Off-Site Improvements:

The designated redeveloper or other such party responsible for the development of a property in the redevelopment area will be responsible for their fair share of any installation or upgrade of infrastructure related to their project whether on-site or off-site. Infrastructure items include but are not limited to gas, electric, water, sanitary and storm sewers, traffic control devices, telecommunications, streets, curbs, sidewalks, street lighting and street trees. Each redeveloper or other party's fair share of the cost of installing or upgrading any infrastructure shall be determined in accordance with a formula to be prepared by the Borough Engineer in consultation with the Borough's Chief Financial Officer. The extent of each redeveloper's or other party's responsibility will be outlined in the redevelopment agreement with the Borough. Off-site responsibility for properties not covered under the redevelopment agreement will be determined during the permit and/or site plan review phases.

All infrastructure improvements will comply with applicable local, state and federal codes.

Provisions Related to Sustainable Design Elements:

Each redevelopment project within the Seaport Village Redevelopment Area will be encouraged to incorporate principles of sustainable design. These principles are outlined in the Sustainable Design section of the Seaport Village Design Guide.

Each developer must attempt to include as many sustainable design elements as possible within each development. The Borough has established a Sustainable Design Checklist which was adopted by Resolution of the Mayor and Council on November 30, 2006 and is incorporated herein, and which may be amended from time to time by resolution, to specify and quantify those areas of sustainable design important to the Redevelopment Area. This checklist was developed using elements of the U.S. Green Building Council's Leadership in Energy and Environmental Design ("LEED") system and was modeled in large part on proposed LEED criteria for Neighborhood Development, but with amendments and additions that are tailored specifically to Belmar's Seaport Village Redevelopment Area and nearby bodies of water.

Belmar's Sustainable Design Checklist contains 68 items with a total credit value of 116 points. Of these items 16 items are deemed to be prerequisites and amount to 16 points. The prerequisites must all be included in the proposed development's design. A minimum of 44 additional points, for an overall total of 60 points, must be attempted by the developer in order to meet the sustainable design goals for the Seaport Village Redevelopment Area. Any developer whose proposed development does not meet the minimum point requirements may be required, at the Borough's discretion, to make a contribution toward an off-site improvement that will be sufficient to achieve the required number of credits. Alternatively, the Mayor & Council shall have the option upon the recommendation of the Technical Design and Review Committee, but not the obligation, to permit a developer to satisfy its obligation to achieve a minimum number of sustainable design credits on a project deemed of critical importance to the implementation of this Plan, or where the developer has achieved or made a financial or in-kind

contribution toward the cost of achieving excess sustainable design credits on another development project in Seaport Village Redevelopment Area.

Each developer will be required to show attempted compliance with the Sustainable Design Checklist. This should be in the form of drawings, details, specifications and any other documents the applicant may wish to submit to the Borough's Technical Design and Review Committee ("TDRC") to illustrate compliance with the design intent. A properly completed Sustainable Design Checklist must accompany the submission to the ("TDRC"). Sufficient information will be required to enable the TDRC to assess the developer's compliance with the Sustainable Design Checklist. No site plan application for a development in the Seaport Village Redevelopment Area shall be filed with the Planning Board unless the TDRC has previously determined that the developer has complied satisfactorily with the Sustainable Design Checklist, or the Mayor & Council has nevertheless authorized the filing of the site plan application notwithstanding the TDRC's finding. Nothing contained herein shall be construed to require the Mayor & Council to refer to the Planning Board any development application that does not propose to meet the minimum sustainable design credits as contained herein.

Each development project will be inspected by the Borough prior to completion and occupancy to insure compliance by the developer with the Sustainable Design Checklist, and that sustainable design elements sufficient to achieve the minimum number of sustainable design credits have in fact been incorporated into the development or otherwise achieved. Terms sufficient to carry out the purpose and intent of this section of the Redevelopment Plan shall be incorporated in the Redevelopers Agreement with each redeveloper in the Seaport Village Redevelopment Area.

~~5.3 TEMPORARY USE OF PARCELS DESIGNATED FOR REDEVELOPMENT~~

~~Any Parcel listed in Section 5.2 as "Parcels Designated for Redevelopment" may be used for temporary uses prior to being developed according to this Plan and under the following conditions:~~

1. ~~The temporary use of a Parcel, or part of a Parcel if the redeveloper or property owner does not own all of the property in the Parcel, shall be part of an approved application for the redevelopment of the entire Parcel in accordance with this Plan.~~

2. ~~The temporary use of a Parcel, or part of a Parcel, shall be for a specified period of time as determined by the Mayor and Council during the Review of Applications for Redevelopment process described in Section 1.0 of the Plan.~~

3. ~~The redeveloper shall post a performance guarantee for the work required to remove the temporary use(s) and all structures on the property which shall be at 120% of the costs for the same and notwithstanding that this type of guarantee is not provided for in the Municipal Land Use Law, N.J.S.A. 40:55D-1 et seq. ("MLUL") the performance guarantee shall be further calculated, posted and held pursuant to the procedures for guarantees as provided for in the MLUL. Additionally, prior to the commencement of any temporary use, the redeveloper shall post a performance guarantee for the work required to construct the on-site improvements for the approved redevelopment application for the entire Parcel, and any off-tract improvements if they are required, and~~

~~these guarantees shall be calculated, posted and held in the same manner as guarantees as provided for in the MLUL.~~

~~4. After the specified period of time for the temporary use as approved by the Mayor and Council, the temporary use shall cease, all permits, licenses and the like issued by the Borough shall be revoked, and the redevelopment of the entire Parcel in accordance with the approved redevelopment of the Parcel shall commence. If the redeveloper fails to commence the redevelopment of the Parcel the performance guarantees shall be forfeited and the approval of the application for redevelopment of the entire Parcel shall be revoked.~~

~~5. The temporary use of a parcel, or part of a Parcel, must be for a use or uses permitted in Section 4.1.1 of the Plan, including uses that may not be designated for that Parcel, and advance the Goals & Objectives of Seaport Redevelopment Plan as described in Section 1.0 of the Plan, and advance the aesthetic goals of the Plan as described in Section 2.0 of the Plan.~~

~~6. The Mayor and Council may place restrictions on the temporary uses to meet the aforementioned objectives, to minimize any affect of the temporary uses on neighboring properties and/or for the health, safety and welfare of the community. Any violation of any such conditions shall result in the revocation of the approval for the temporary uses and all permits, licenses and the like issued by the Borough shall be revoked and the redevelopment of the entire Parcel in accordance with the approved redevelopment of the Parcel shall commence as provided herein.~~

~~7. The temporary use of a Parcel, or part of a Parcel, may be contained in existing structures or in new structures.~~

6.0 RELOCATION PLAN FOR RESIDENTS AND BUSINESSES

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

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

In general, this Plan does not project the need to relocate any business or household ~~located in a building that is recommended for rehabilitation~~, as there is no longer any provision or intention by the Borough to exercise the power of Eminent Domain to acquire and assemble redevelopment parcels. ~~Any business or household located within a building designated for redevelopment in this Plan will become eligible for relocation assistance at the time of the filing of the declaration of taking by the Borough Council, acting as the Redevelopment Entity, and will be referred to the Relocation Assistance Officer appointed by the Borough. If the dwelling unit is owner-occupied and is part of a redevelopment parcel included in a redevelopment agreement, the redevelopment agreement shall include a provision that relocation expenses pursuant to the Workable Relocation Assistance Program be paid to the owner at the time of closing, or in the case of condemnation proceedings, between the filing of the declaration of taking and the issuance of demolition permits to the redeveloper.~~

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

~~6.1 ESTIMATION OF RELOCATION~~

~~It is possible that business relocation may occur from buildings located on the following properties, if such buildings are acquired by the Borough and are occupied at the time of acquisition:~~

~~Block 56, Lot 1;~~

~~Block 56, Lot 4;~~

~~Block 55; Lot 12;~~

~~In the event that relocation of residential households becomes necessary due to an acquisition action by the Borough, the Borough's Relocation Officer will determine the condition of the dwelling unit to be vacated and the rent paid by the household and assist the household in locating a dwelling unit of equal or superior condition at the same monthly rental as the unit to be vacated. Replacement dwelling units shall be within the Borough, if equivalent dwelling units are available. If equivalent dwelling units are~~

~~not available within the Borough, reasonable compensation to enable relocation outside the Borough shall be provided in accordance with the Workable Relocation Assistance Plan.~~

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

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

~~The Belmar Planning Board will likely adopt the Belmar Seaport Redevelopment Plan as a Subelement of the Belmar Master Plan~~The Belmar Planning Board considered the expansion of the Belmar Seaport Village Redevelopment Area at the same time as it was working on its 2016 Master Plan Reexamination and Land Use Element Update. The Board adopted the Master Plan Update on August 15, 2016. The Future Land Use Map (see Appendix) adopted as part of the Land Use Plan Element includes the "SRD" (Seaport Redevelopment District) as inclusive of the expanded Seaport Village Redevelopment Area.

The Municipalities sharing boundaries with Belmar are the Borough of Avon, the Borough of Neptune City and the Township of Neptune (across the Shark River), Township of Wall, the Borough of ~~South Belmar~~Lake Como and the Borough of Spring Lake. Portions of Avon, Neptune Township and Neptune City do not directly abut the Borough of Belmar, however, lie opposite Belmar along the Shark River Inlet, while Wall Township is adjacent to the south and west, South Belmar is due south and Spring Lake is adjacent along the oceanfront to the south.

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

Avon Borough

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

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

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

Neptune City

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

Neptune Township

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

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

Monmouth County Growth Management Plan

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

The Redevelopment Plan will boost the local economy by attracting new and current residents, visitors and businesses to the Seaport and complement the Borough’s planned expansion of the Belmar Marina to accommodate approximately 73 transient boat slips for visiting boaters. Consequently, jobs will be created and the economy will be revitalized through the unique opportunities created by redevelopment.

The Seaport will be an identifiable place that attracts boaters, pedestrians and cyclists, given the connection to the waterfront will not be auto-dependent. Through economic revitalization and the creation of a unique destination point, the Seaport Redevelopment will enhance the overall quality of life in Monmouth County.

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

State Development and Redevelopment Plan

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

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

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

8.0 DESIGN CRITERIA & REQUIRED IMPROVEMENTS TO THE PUBLIC ENVIRONMENT

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

8.1 STREETSCAPE

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

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

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

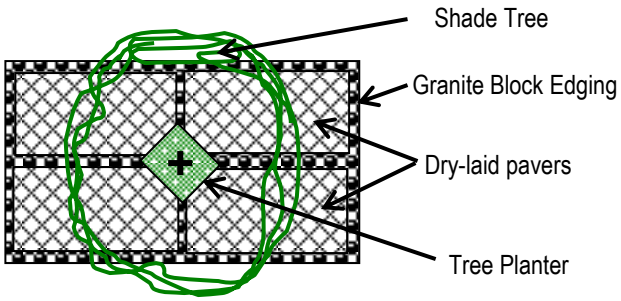
1. As part of the construction of the Seaport Plaza;
2. As part of the construction of the Riverfront Walkway and Marina rehabilitation;
3. As part of the redevelopment of private property, where necessary and appropriate.

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

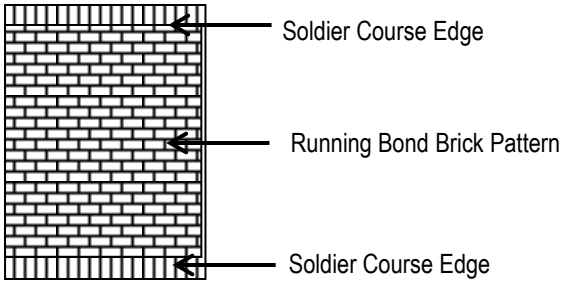
Ground Surfaces

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

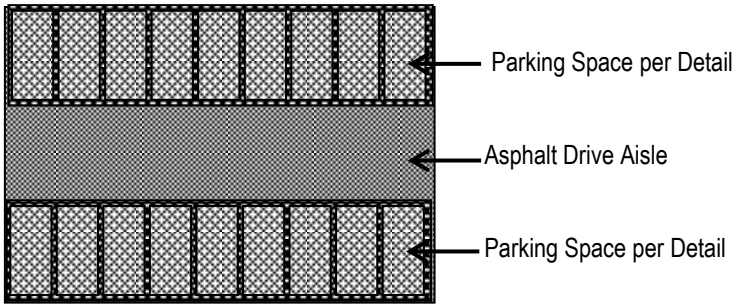
The Seaport Plaza is proposed to have parking aisles of asphalt, but with parking sections of dry laid brick pavers edged with dry laid rectangular cobble pavers set horizontally as depicted at left.



Detail – Parking Plaza



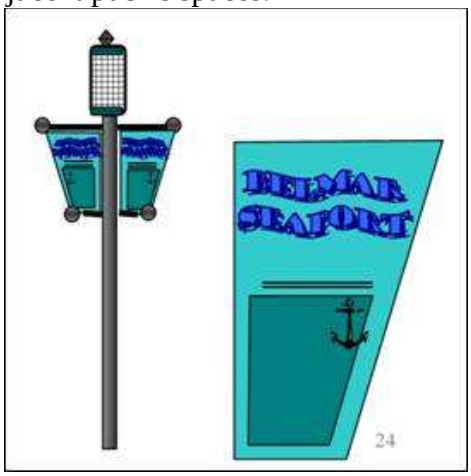
Detail – Walkway Pavement



Detail -Parking Lot Pavement Surface

Lighting

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



Street Trees & Planters

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

Planter Seat Wall (Typ)

Street Furniture

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

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

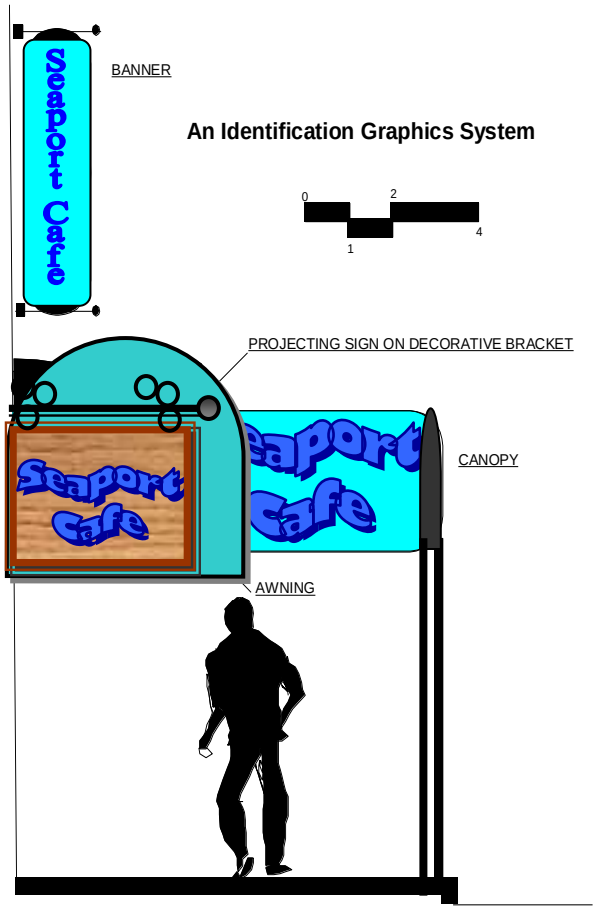
Bicycle Facilities

One of the objectives of the Seaport is to encourage access by pedestrians and bicyclists. It is therefore important to provide ample opportunities to park and secure bicycles so that people will feel comfortable leaving their bike to roam around the Seaport and patronize its businesses. There are a number of different type bicycle storage racks and lockers available for use. Generally, the traditional long metal picket rack is the least expensive to obtain, but is somewhat obtrusive in confined spaces. Similarly, the popular ribbon racks are fairly large and visible in the landscape. However, there is a type of concrete rack that consists of grooved concrete which receives the bicycle wheels and which includes metal loops for securing the bicycle with a chain. These racks lie flat on the ground and can be clustered out of principal pedestrian pathways to minimize any safety concerns.

Street Graphics

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

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



Depending on the distance between the building facade and the public walkway, identification signs may be a combination of not more than two types (freestanding, projecting and wall mounted), subject to site plan approval by the Planning Board. Freestanding signs must be ground-mounted (no pylon or pole) and not higher than eight feet or wider than four feet. Two freestanding signs must not be located within twenty feet of each other on the same side of the street. Projecting signs are limited to twelve square feet and must be made from solid materials, including carved wood or engraved metal. Signage design is encouraged to be creative and unique to the establishment (examples are provided in the Appendix). Wall mounted identification signage must also be designed to fit within the architecture of the building and may not employ illuminated sign boxes with plastic faces. Facade signs will be limited to 5% of the facade area or 20 square feet, whichever is less and should also use carved wood or engraved metal surfaces, although individual letter signs may be permitted at the discretion of the Planning Board if consistent with the architectural style of the building.

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

8.2 RIVERFRONT

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

8.3 ARCHITECTURAL

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

1. Architectural styles used in rehabilitation of existing buildings and redevelopment of new buildings must be compatible with the Seaport's village theme (e.g. Seashore Colonial or Victorian), although strict compliance with authentic architectural detailing will not be required where, in the discretion of the Planning Board, another architectural style is more appropriate or desirable. Architectural styles must not be mixed on the same building and existing buildings with historic architectural value should be rehabilitated with exteriors restored consistent with their original architectural style.

2. All roofs, except when serving as the top deck of a parking structure, will be required to have a minimum slope of 30 degrees.

3. The use of roof treatments, such as dormers with a minimum slope of 22 degrees, scalloped parapets, multiple gable rooflines, cupolas, etc. is specifically encouraged to add visual interest to new and rehabbed buildings.

4. The use of detailing such as window shutters on upper floors, small paned storefront windows and entrance door side windows or decorative framing is recommended and encouraged where appropriate to the architectural style.

5. The architectural design standards of this Section shall be applied to all sides of a building that faces a public walkway, including the Riverfront Walkway, and coordinated with the standards set forth in Section 8.2 of this Plan.

9.0 IMPLEMENTATION TOOLS

9.1 FINANCIAL INCENTIVES

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

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

9.2 ECONOMIC REDEVELOPMENT & GROWTH GRANTS (ERG)

Redevelopment projects within the Seaport 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.).

9.3 REDEVELOPMENT POWERS

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

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

10.0 SELECTION OF REDEVELOPERS & CERTIFICATION OF PROJECT COMPLETION

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

1. Prepare a Request For Qualifications (RFQ) to include, at a minimum, the following information:

    a. Description of the redeveloper entity, including type of company or partnership, disclosure of ownership interest, list of comparable projects successfully completed, list of references with name, address and phone information, list of any general or limited partners, and financial profile of the redeveloper entity.

    b. Description of proposed use for each redevelopment parcel to which the prospective redeveloper is responding, including anticipated buildout analysis of the site and overall approach to site development (regulatory process, use of contractors and subcontractors, etc.)

    c. Anticipated construction schedule, including estimated pre-construction time period to secure permits and approvals once granted final site plan approval by the Borough.

2. Selection of a prospective redeveloper for one or more redevelopment parcels with which to enter into negotiations as to a redevelopment agreement, incorporating, at a minimum, the information set forth in Paragraph 1 above. This prospective redeveloper will execute a funding agreement with the Borough, agreeing to fund the Borough's costs related to the Borough's consideration of the prospective redeveloper. Upon completion of successful negotiations, a resolution to designate the prospective redeveloper as a redeveloper and authorizing the execution of a redevelopment agreement will be presented for review and approval, if appropriate, by the Mayor and Council.

3. The Borough may, at any time, entertain an unsolicited proposal from a prospective redeveloper for redevelopment of one or more redevelopment parcels. The Borough will have the option of entering into negotiations with such prospective redeveloper as set forth above in Paragraph 2 above or putting out an RFQ to solicit interest from other potential redevelopers for one or more of the parcels.

A redevelopment project will be certified as being completed by the Borough upon final inspection and issuance of a certificate of occupancy by the Construction Official for all buildings and the release of all performance and maintenance bonds for improvements by the Borough Council. The Agency will issue a Certificate of Completion to the redeveloper, which will release the redeveloper from any further obligations under the redevelopment agreement for that project.

Figure 4: Concept Plan for Seaport Plaza & Deck

BELMAR SEAPORT REDEVELOPMENT PLAN
PARCEL IDENTIFICATION MAP
BOROUGH OF BELMAR
MONMOUTH COUNTY
NEW JERSEY
1 inch = 350 feet
MASER
AUGUST 2011
LEGEND
Belmar Seaport Village Redevelopment Area
Belmar Marina-Maclearie Park Rehabilitation Area
Redevelopment Parcels
To Be Redeveloped
To Be Rehabilitated
Parcels
Municipal Boundaries
DATE
REVISION
BY
1/7/2011
Belmar Marina-Maclearie Rehabilitation Area
Ordinance No. 2011-17

RESOLUTION 2016-129

RESOLUTION OF THE MAYOR AND BOROUGH COUNCIL OF THE BOROUGH OF BELMAR, IN THE COUNTY OF MONMOUTH, NEW JERSEY, DESIGNATING PROPERTY IDENTIFIED AS BLOCK 106, LOTS 1-3, 5-6, 10.01, 10.02 AND 11; BLOCK 116, LOTS 1-2; BLOCK 117, LOTS 1-4, 6-9, AND 12-15; BLOCK 67, LOT 4.01; BLOCK 86, LOTS 1-7; BLOCK 86.01, LOT 1; BLOCK 87, LOTS 1-3; AND BLOCK 96, LOTS 1 AND 3-9 AS AREAS IN NEED OF REDEVELOPMENT, NON-CONDEMNATION

WHEREAS, the Borough of Belmar, in the County of Monmouth, New Jersey (the "**Borough**"), a public body corporate and politic of the State of New Jersey (the "**State**"), is authorized pursuant to the Local Redevelopment and Housing Law, *N.J.S.A.* 40A:12A-1 *et seq.* (the "**Redevelopment Law**"), to determine whether certain parcels of land within the Borough constitute an area in need of rehabilitation and/or an area in need of redevelopment; and

WHEREAS, on April 5, 2016, the Borough Council adopted Resolution 2016-79 in accordance with *N.J.S.A.*40A:12A-6 authorizing and directing the Planning Board of the Borough (the "**Planning Board**") to conduct an investigation to determine whether certain area of the Borough commonly known as Block 106, Lots 1-3, 5-6, 10.01, 10.02 and 11; Block 116, Lots 1-2; Block 117, Lots 1-4, 6-9, and 12-15; Block 67, Lot 4.01; Block 86, Lots 1-7; Block 86.01, Lot 1; Block 87, Lots 1-3; and Block 96, Lots 1 and 3-9 on the tax maps of the Borough (the "**Study Area**") satisfies the criteria to be designated as an "area in need of redevelopment"; and

WHEREAS, said resolution stated that the redevelopment area determination would authorize the Borough to use all those powers provided by the Redevelopment Law for use in a redevelopment area, other than the power of eminent domain; and

WHEREAS, on July 18, 2016, the Planning Board held a public hearing in accordance with *N.J.S.A.* 40A:12A-6 at which it reviewed the findings of a report prepared by David G. Roberts, AICP/PP, entitled "Redevelopment Area Preliminary Investigation Report: Seaport Redevelopment Area Expansion" dated June 28, 2016 (the "**Redevelopment Study**") which determined that the Study Area met the criteria for designation as an "area in need of redevelopment" under the Redevelopment Law, and adopted a resolution which endorsed the findings of the Redevelopment Study and recommended to the Borough Council, pursuant to *N.J.S.A.* 40A:12A-6, that the Study Area be designated as an "area in need of redevelopment" (the "**Redevelopment Area**"); and

WHEREAS, in accordance with the recommendation of the Planning Board, the Borough Council intends to designate the Study Area as an "area in need of redevelopment" pursuant to *N.J.S.A.* 40A:12A-5.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND BOROUGH COUNCIL OF THE BOROUGH OF BELMAR AS FOLLOWS:

Section 1. The foregoing recitals are incorporated herein as if set forth in full.

Section 2. The recommendations and conclusions of the Planning Board are hereby accepted by the Borough Council.

Section 3. Based upon the findings and recommendations of the Planning Board, the Study Area is hereby designated an area in need of redevelopment <u>without</u> the power of eminent domain (the "**Non-Condemnation Redevelopment Area**"), pursuant to the provisions of Sections 5 and 6 of the Redevelopment Law.

Section 4. The Borough Clerk is hereby directed to transmit a copy of this Resolution to the Commissioner of the New Jersey Department of Community Affairs for review pursuant to Section 6b(5)(c) of the Redevelopment Law.

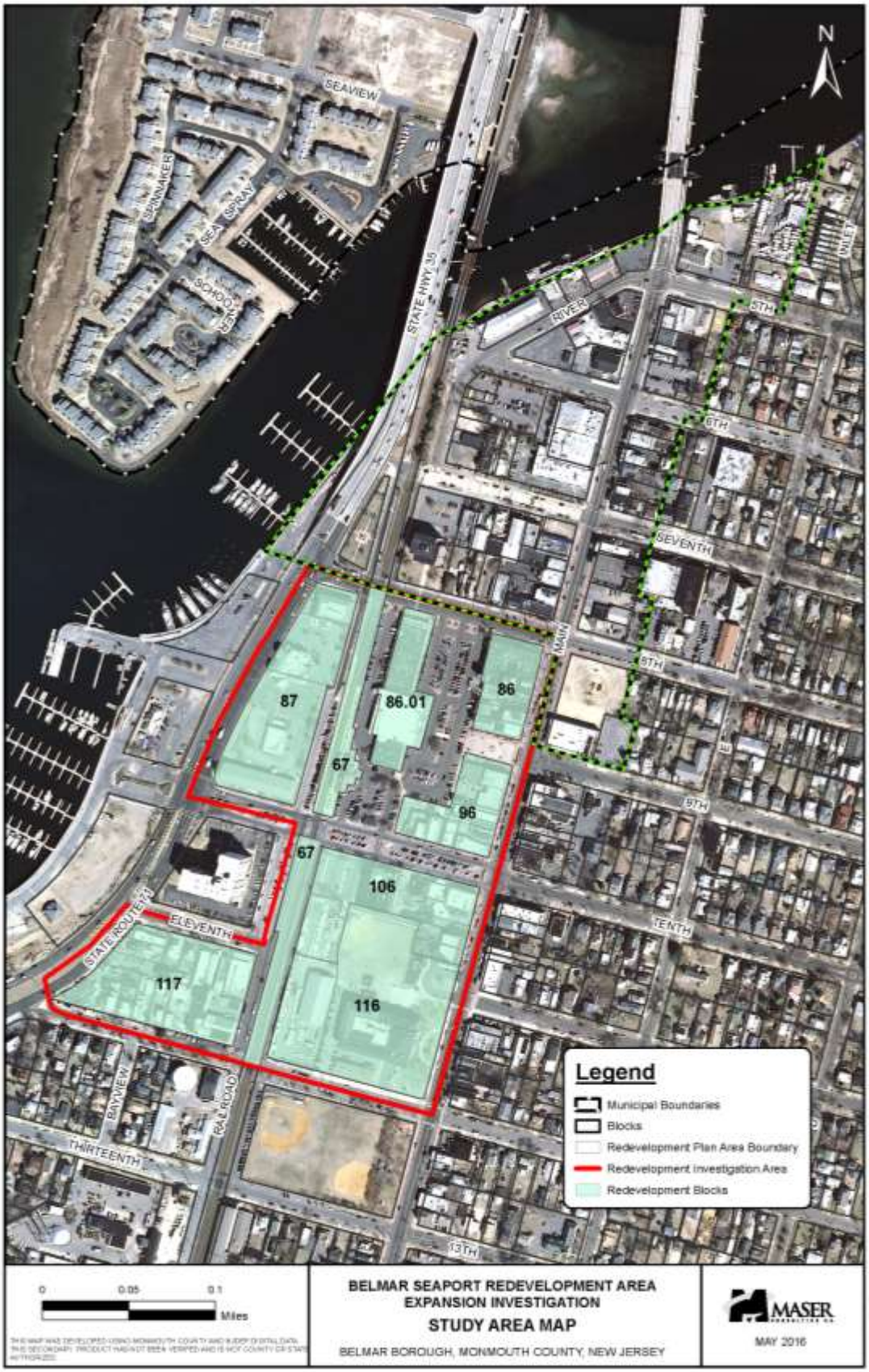
Section 5. The Borough Clerk is hereby directed to serve, within ten (10) days hereof, a copy of this Resolution upon (i) all record owners of property located within the Non-Condemnation Redevelopment Area, as reflected on the tax assessor's records, and (ii) each person who filed a written objection prior to the hearing held by the Planning Board, service to be in the manner provided by Section 6 of the Redevelopment Law.

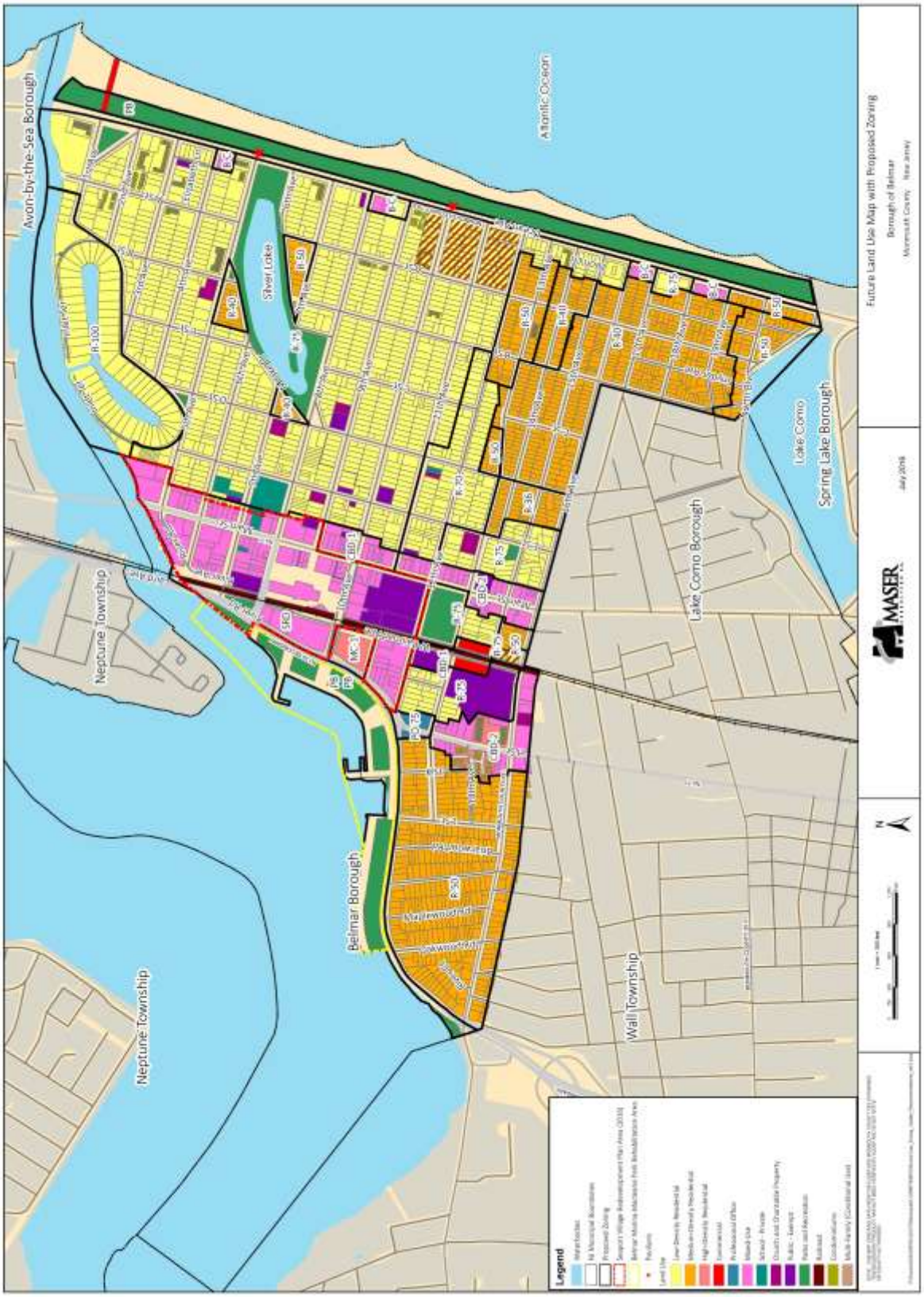
Section 6. This Resolution shall take effect immediately.

Council member Brennan offered the above resolution and moved its adoption. Seconded by Council member Keown-Blackburn adopted by the following vote on roll call:

Council members:	AYES	NAYS	ABSTAIN	ABSENT
Ms. Keown-Blackburn	X			
Mr. Magovern	X			
Mr. Brennan	X			
Mrs. Nicolay	X			
Mayor Doherty				X

Adopted: July 20, 2016


N
SEAVIEW
SPINNAKER
SEA SPRAY
SCHOOL
STATE HWY 35
RIVER
INLET
5TH
6TH
SEVENTH
MAIN
8TH
9TH
TENTH
87
86.01
86
67
96
67
106
ELEVENTH
STATE ROUTE 71
117
116
BAYVIEW
RAILROAD
THIRTEENTH
13TH
Legend
Municipal Boundaries
Blocks
Redevelopment Plan Area Boundary
Redevelopment Investigation Area
Redevelopment Blocks
0
0.05
0.1
Miles
BELMAR SEAPORT REDEVELOPMENT AREA
EXPANSION INVESTIGATION
STUDY AREA MAP
BELMAR BOROUGH, MONMOUTH COUNTY, NEW JERSEY
MASER
MAY 2016


Future Land Use Map with Proposed Zoning
Borough of Belmar
Monmouth County New Jersey
July 2016
MASER CONSULTING P.A.
Legend
Atlantic Ocean
Silver Lake
Avon-by-the-Sea Borough
Neptune Township
Belmar Borough
Wall Township
Lake Como Borough
Lake Como
Spring Lake Borough