Neptune's Waterfront Destination: A Redevelopment Plan for the North Channel of the Shark River

Prepared for:

The Township of Neptune,
Monmouth County, New Jersey

Revised: November 27, 2006



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Introduction

With its panoramic views and scenic vistas of the Shark River Inlet and Bay and its proximity to Route 35 and nearby New Jersey shore points, the North Channel of the Shark River Inlet has long offered the promise of becoming a charming and vibrant destination for the residents of Neptune Township and the surrounding region. Some development and investment have taken place in this area, including new single family homes and the opening of the popular Sunsets Restaurant. The North Channel also contains many boat slips and an active marina. But despite its potential, the North Channel of the Shark River remains one of the most underutilized waterfronts in the region. With the adoption and implementation of Neptune's Waterfront Destination: A Redevelopment Plan for the North Channel of the Shark River (The North Channel Waterfront Redevelopment Plan), the Township will create a new public-private partnership for the revitalization and redevelopment of this important economic and recreational resource for our community.

The North Channel of the Shark River is one of the numerous waterfront areas in Neptune Township, each of which contains a unique character and relationship to the water. These include the shoreline of Ocean Grove, the water edge at Wesley and Fletcher Lakes, the riverfront of Shark River Hills and Seaview Island. Neptune Township has long benefited from these waterfronts and has enacted land use regulations and policies that support the protection and balanced development of these areas so that they may continue to support the economic vitality and quality of life in Neptune. To further enhance its role as a "Gateway" to the Jersey Shore, Neptune Township has identified the North Channel of the Shark River as a critical community and regional resource and proposes its redevelopment as a new waterfront destination for Neptune and the surrounding region.

Building on the promise and scenic beauty of the area, the North Channel Waterfront Redevelopment Plan proposes the creation of a mixed-use waterfront center supporting the recreational, commercial, and residential needs of Neptune Township. Key elements of the Plan include:

- A waterfront walkway and promenade;
- New restaurants and dining opportunities proximate to the waterfront
- Specialty shops and seasonal-retail kiosks
- A public plaza and pedestrian mall
- A mix of residential uses; and
- New commercial and office buildings with coordinated architectural elements.
- A new pedestrian bridge over the North Channel

Drawing on classic nautical themes, the new mixed-use waterfront community will include a variety of residential, commercial, and office buildings. Each building or structure is to be integrated by a common, nautically-themed streetscape and infrastructure, but enhanced through the use of varied architectural designs to create visual interest and aesthetic appeal both within the area and from the surrounding road and waterway network. Accordingly, the Land Use Plan and proposed building location maximizes views through the creative and coordinated use of open space, building setbacks, and architectural design elements. The objective is to create a visually appealing, exciting and vibrant waterfront destination.

In addition, the Plan proposes a series of circulation improvements to improve access to the area, provide additional parking and improve the pedestrian environment. Pedestrian elements include an attractive and interesting streetscape, street trees and landscaping, decorative street lighting, sidewalks with benches for pedestrians, and well-

marked pedestrian crossings. The Plan includes a variety of parking options on both the North and South side of the North Channel, reconfiguration and possible signalization of the Route 35 access to the area, creation of a new Shark River Boulevard, and more transportation options, such as bicycle rentals and water taxis. The plan also proposes a new pedestrian bridge over the North Channel linking the residential developments on Seaview Island with the proposed mixed-use waterfront redevelopment project.

If planned and implemented appropriately, the redevelopment of the North Channel can help initiate and support further economic growth and redevelopment in Neptune and provide a wide array of commercial, recreational, and cultural activities that will benefit the residents of the Township. Revitalization of the North Channel also will promote public access to the waterfront by providing improved circulation, a new public plaza and pedestrian mall, and a waterfront walkway and promenade. By taking advantage of the scenic vistas and waterways, it is the intent of the Plan to attract residents and visitors into the area to shop, dine, and recreate in an attractive setting. This, in turn, will support economic activity and job creation in the Township, as well as an appreciation of the natural resources of the Township.

Neptune Township also recognizes that the North Channel is part of important natural and environmental resource—the regional watershed of the Shark River—which has been recognized by the New Jersey Department of Environmental Protection (NJDEP) as a critical environmental resource. The Shark River Bay estuary provides an ideal environment for a variety of marine and mammal species and is an important natural resource for Neptune Township and the municipalities of Belmar, Avon-by-the-Sea, Wall and Neptune City. The sensitive and balanced development of the North Channel area will promote a variety of commercial, residential, and recreational opportunities, as well as provide public access to the waterfront and support the continued protection of this important natural resource. Accordingly, the North Channel

Waterfront Redevelopment Plan also signifies Neptune Township's commitment to balancing crucial environmental and economic objectives within the Township and the region.

Taken together, the North Channel Waterfront Redevelopment Plan promotes the economic and physical revitalization objectives of the Neptune Township Master Plan and the Neptune Strategic Revitalization Plan. The Redevelopment Plan creates new businesses, housing, cafés, shops, and public places where residents and visitors alike can enjoy the North Channel and Shark River Inlet area. With its implementation, the North Channel Waterfront Redevelopment Plan will create Neptune's new waterfront destination and "gateway" to the Township.



Sunsets Restaurant has shown that the North Channel can be a popular destination.



Consistency with the Neptune Strategic Revitalization Plan

The redevelopment of the North Channel Waterfront into a mixed-use waterfront area has been identified as a high priority and one of the "core concepts" of *Gateways to Neptune: A Strategic Revitalization Plan* adopted by the Neptune Planning Board. Specifically, the Revitalization Plan indicates the following:

Given its natural beauty and scenic vistas, the Shark River waterfront represents a multi-faceted opportunity for the Township of Neptune to enhance its economic base and overall image in the region. The vision for the Shark River waterfront includes the development of a mixed-use waterfront complex consisting of restaurants, and marine-oriented retail shops serving Township residences and visitors. A key element also would include the development of a riverfront promenade that will extend from Route 35 to the end of Southern Concourse.

In addition, the Revitalization Plan recognizes that new private investments can contribute to the economic desirability of an area with a pedestrian-friendly entertainment center and mixed-use development along the North Channel of the Shark River:

The Shark River waterfront, with its waterfront location and nautical charm—has great potential for becoming a key dining, shopping, and entertainment destination for the region.

The Revitalization Plan also recognizes that the North Channel Waterfront is currently underutilized, but has attractive viewsheds and economic development potential:

The Shark River waterfront represents some of the most underutilized waterfront property in the region. There is an opportunity to redefine the gateway to the Township after the replacement of the Route 35 drawbridge.

Consistent with the objectives of the Revitalization Plan, the primary purpose of the North Channel Waterfront Redevelopment Plan is to create a mixed-use waterfront area that incorporates nautical themes, creates new entertainment opportunities, and mixed-use and residential components for the North Channel area. The new waterfront area will include new restaurants, commercial and "mixed-use" residential buildings, as well as a new residential neighborhood and open space areas. This new waterfront area will provide a needed destination for the Township and area residents', as well as visitors during the summer months, creating new jobs and economic growth for the Township.

A critical objective of the Township has been and continues to be its effort to involve all citizens in the benefits of revitalization. As such, the Redevelopment Plan emphasizes Neptune Township's support for local small businesses by providing opportunities for a variety of commercial uses in the Redevelopment Area, including the possible relocation of existing businesses into the new commercial buildings. In particular, existing restaurants and maritime or nauticalrelated businesses, such as Sunsets, Mac's Bait and Tackle, and Jack's Ribs and Ale, should be given priority to stay or be relocated within the redevelopment project area based upon the availability of appropriate sites and the locational needs of these uses. The Plan supports our residents through the creation of a new shopping and recreation destination and the provision of a variety of residential opportunities in the Redevelopment Area.

The Revitalization Plan also calls for the creation of the new Gateways of Neptune. One of the key objectives of the Gate-

ways concept is to reconnect Neptune Township's neighborhoods physically, economically, and socially with each other. The Gateways of Neptune also represent a gateway to the future, in which all Township residents benefit from the physical and economic revitalization of Neptune:

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

The North Channel Waterfront Redevelopment Plan is consistent with these objectives. Along with the previously adopted *West Lake Avenue Redevelopment Plan* and other revitalization efforts, it fulfills the Township's promise to its citizens to encourage full participation in the Township's economic and physical revitalization. The Redevelopment Plan, through the design concepts presented in the Plan, continues Neptune's efforts to reconnect and restore the economic, physical, and social fabric of its community.

Consistency with Smart Growth and the State Plan

The North Channel Waterfront Redevelopment Plan is designed to implement the principles of Smart Growth promoted by the 2001 State Development and Redevelopment Plan (State Plan). In preparing the Redevelopment Plan, the Township has used Smart Growth planning principles and sound planning in general—which recognizes the relationship of the North Channel area to surrounding land uses, neighborhoods and building forms—as a basis for the planning and design

The goal of this Plan is to create a vibrant mixed-use marina environment that is accessible to the public for a variety of shopping, recreation, and cultural activities.





envisions that the promenade will be of varying widths and contain lookout points along the walkway and kiosks for seasonal retail activities.



Public areas should be designed for safe and efficient movement of pedestrians and vehicular traffic, as well as to incorporate public art sculptures.



principles presented in the Plan. The recommendations are designed to be complementary to and supportive of other planning efforts underway in Neptune Township to promote Smart Growth within the Township and effectuate the Smart Growth planning principles enumerated in the State Plan.

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

The State Plan provides a comprehensive planning framework for the future of New Jersey, including the application of Smart Growth principles throughout the State. The following principles of Smart Growth are contained in the State Plan:

- Mixed land uses, including retail, jobs, and services in proximity to residences;
- Compact, clustered community design, with a vibrant downtown:
- Walkable neighborhoods;
- Distinctive, attractive communities offering a 'sense of place':
- Adequate open space, recreation, and scenic resource preservation;
- Future development strengthened and directed to

existing communities using existing infrastructure;

- A variety of transportation options;
- Community and stakeholder collaboration in development decision-making;
- Predictable, fair, and cost-effective development decisions; and
- A range of housing choice and opportunity.

As described in the following sections, each of these stated principles are incorporated into the Redevelopment Plan. In particular, the Redevelopment Plan provides for a mix of land uses, including retail uses, jobs, and services in proximity to local residents; presents a clustered design with jobs, shopping, and services within reasonable walking distances to and from surrounding neighborhoods; creates a vibrant, attractive waterfront district with a "sense of place" and community identity, as well as provides a variety of transportation options, including bus, taxi and water taxi services and increases housing choice.

Neptune Township has demonstrated its commitment to implement Smart Growth planning principles through adoption of its various planning documents, including the Neptune Strategic Revitalization Plan and the West Lake Avenue Redevelopment Plan. The North Channel Waterfront Redevelopment Plan builds on the Township's previous Smart Growth planning efforts and presents a land useplanning strategy that is consistent with Smart Growth and the State Plan.

Redevelopment Plan Area

The area governed by the North Channel Waterfront
Redevelopment Plan includes the properties shown in Figures
1 and 2. The roadway network includes Route 35 and the
access streets of New York Road, South Concourse, Seaview
Circle North, and Seaview Circle.

Properties included in the North Channel Waterfront Redevelopment Plan are listed on Neptune Township's Official Tax Maps as follows:

Block 550, Lots 8-22;

Block 554, All Lots;

Block 555, Lots 7-16;

Block 558, Lots 1.03, 1.12-14.12, 15.14¹, 16.13,

17.13, 18.13, 19.13, 20.13, 21.13 and 22.13;

Block, 559, All Lots;

Block, 559.01, All Lots; and

Block, 563, Lots 1 and 2.

In addition to the Redevelopment Area, a new overlay zone is proposed for the areas North of Albany Road to the Township border with Neptune City, which is currently zoned C2. The overlay would permit the development of townhouses in this area.

According to the tax records, there are a total of 79 individual lots in the Redevelopment Area. However, many of these lots are contiguous lots under the same ownership. Taking into account lots under common ownership, there are currently 17 separate properties in the area. The Township owns one (1) property and the New Jersey Department of Transportation owns two (2) lots on Block 563. There are approximately 15 remaining areas held in private ownership.



Example of existing commercial land use located on the median strip fronting Route 35. The Plan proposes that this area be redeveloped to provide improved access to the redeveloment project area, a safer and more efficient circulation pattern, and development designed in an architectural style consistent with the theme of the waterfront area.



Existing viewshed of marina and commercial uses in the Redevelopment Area traveling northbound on Route 35. The Plan envisions that commercial buildings and a mixture of housing units be centered on a waterfront promenade. Given their visability, design of these elements will be critical.

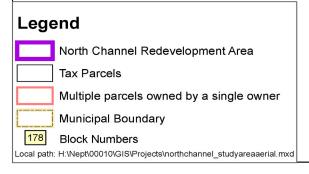


Figure 1 ALBANY RD North Channel Redevelopment Area Neptune Township Monmouth County, New Jersey WASHINGTON AVE NEW YORK RD Township of Neptune 1.12 to 14.12 Zekaria Family Limited Partnership Polo Club Holding Corp. Ziegler, Joseph, Kalek & Steve 559.01 NEW YORK RD Hoffman, Michael & Sheila 18.13 to 22.13 Bry, M. Edwin, Jr. & Lucille K. S CONCOURSE Pilot, Eugene R. 1 and 2 550 8 to 12, and 18 to 22 Bry, M. Edwin, Jr. 550 13 to 15, and 17 Hoffman, Michael & Sheila Ziegler, Joseph, Kalek & Steve S CONCOURSE 558 JACAR, LLC 563 Legend North Channel Redevelopment Area Tax Parcels Multiple parcels owned by a single owner Municipal Boundary 178 Block Numbers 125 250 500 Local path: H:\Nept\00010\GIS\Projects\northchannel_studyarea.mxd



Figure 2: Aerial Photo North Channel Redevelopment Area Neptune Township Monmouth County, New Jersey

Block	Lot(s)	Owner	Address
558	1.03	Township of Neptune	PO Box 1125 Neptune, NJ 07753
558	1.12 to 14.12	Zekaria Family Limited Partnership	302 Bradley Boulevard Bradley Beach, NJ 07720
558	15.14	Polo Club Holding Corp.	1215 Remsen Mill Road Neptune, NJ 07753
558	16.13	Ziegler, Joseph, Kalek & Steve	43L Cambridge Court Lakewood, NJ 08701
558	17.13	Hoffman, Michael & Sheila	502 Prospect Avenue Neptune, NJ 07753
558	18.13 to 22.13	Bry, M. Edwin, Jr. & Lucille K.	6 Pullman Avenue Elberon, NJ 07740
559	2 and 3	MIFCO, Inc.	1400 Route 35 South Neptune, NJ 07753
559.01	4 to 8	Pilot, Eugene R.	1300 Route 35 South Neptune, NJ 07753
563	1 and 2	New Jersey Department of Transportation	1035 Parkway Avenue Trenton, NJ 08625
550	8 to 12, and 18 to 22	Bry, M. Edwin, Jr.	6 Pullman Avenue Elberon, NJ 07740
550	13 to 15, and 17	Hoffman, Michael & Sheila	502 Prospect Avenue Neptune, NJ 07753
550	16	Ziegler, Joseph, Kalek & Steve	43L Cambridge Court Lakewood, NJ 08701
554	13	New York Concourse, LLC	PO Box 242 Avon, NJ 07717
554	21 to 29	Halari, Bhaskar	3 Neha Court Manalapan, NJ 07726
554	1 to 12	Zekaria Family Limited Partnership	302 Bradley Boulevard Bradley Beach, NJ 07720
555	7 to 14, and 16	JACAR, LLC	1311 Route 35 South Neptune, NJ 07753
555	15	Boyce, Monroe and Susan	3004 Adams Street Wall, NJ 07719







The Redevelopment Area consists of vacant and commercial uses. Commercial uses include several dining and entertainment-related establishments, a motor lodge, boat storage and other marina-type uses, as well as marina-oriented retail sales. East of Route 35, there is an electrical supply store and a supplier of heating fuel and ice.

Statutory Requirements

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

- Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
- Proposed land uses and building requirements in the project area.
- Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
- An identification of any property within the redevelopment area which is proposed to be acquired in accordance with the Redevelopment Plan.

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

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

Redevelopment Plan Objectives

The overall goal of the North Channel Waterfront
Redevelopment Plan is the creation of a mixed-use waterfront
center addressing the leisure, dining, boating, and residential
needs of Neptune Township. The Plan envisions the formation
of a publicly-accessible, pedestrian-oriented, nauticallythemed waterfront district, whereby commercial uses will be
organized around a waterfront promenade and scenic vistas.
In support of this goal, the Redevelopment Plan includes the
following objectives:

- Protect the health, safety, and welfare of the citizens
 of Neptune Township by redeveloping underutilized
 properties in the North Channel area that could more
 effectively contribute to the economic and physical
 well-being of the community;
- Promote the economic and physical revitalization objectives of Neptune Township's Master Plan and the Neptune Strategic Revitalization Plan;
- Create public access opportunities to the waterfront along the North Channel;

- Create economic development opportunities that relate to leisure and marine commercial activities;
- Encourage the development of commercial uses that support and enhance the marina-oriented character of the area;
- Improve business opportunities that seek to contribute to the overall economic base and meet the dining and shopping needs of both residents and seasonal visitors to the North Channel Area;
- Improve the aesthetic image of the North Channel Waterfront Area;
- Develop an attractive waterfront center with a sense of place, through an attractive streetscape, landscaping, signage, awnings, street furniture, and amenities to welcome residents and visitors;
- Support private development plans that are consistent with the North Channel Waterfront Redevelopment Plan;
- Provide a variety of residential uses that take advantage of the waterfront views or proximity to the North Channel area;
- Foster public private partnership in the implementation of the Plan by leveraging public funding to support private investments in the North Channel Redevelopment Area;
- Integrate and coordinate physical, social, environmental, economic and design objectives in the implementation of the Redevelopment Plan;
- Provide sufficient parking to support business establishments and residences;



Public art should be utilized to depict nautical themes and promote local commercial leisure activities.





- Develop plans that promote safe and efficient pedestrian circulation and access; and
- Maximize views and scenic vistas.

The North Channel Waterfront Redevelopment Plan addresses the need to build upon and enhance the ambiance and natural beauty of the Redevelopment Area. To that end, buildings are to be integrated by nautically-themed architecture, streetscapes, and infrastructure. The proposed seaside village and marina character is to be reflected in both the architectural design, scale and treatment of the entire North Channel Waterfront Redevelopment Area. Most importantly, public waterfront access, sunset and marina views, and associated harbor side amenities are to be featured as focal points and link design elements to establish the district as a unique and exciting destination. It is envisioned not only as an entertainment district but as a mixed-use harbor village community, which will become a year-round neighborhood within Neptune.

Redevelopment Plan

Land Use Plan

The Land Use Plan consists of several key elements for the North Channel Waterfront Redevelopment Plan Area as shown in Figures 3 and 3A. The purpose of the Land Use Plan is to provide a generalized view of the area and not actual building footprints. To the extent that a proposal for redevelopment made by a potential redeveloper is consistent with the core design concepts enumerated in the Plan, the Township will encourage the redeveloper to make recommendations regarding specific building design or layout that meets their needs, while effectuating the core concepts in this plan. Two alternative land use arrangements are shown reflecting two possible alignments of the proposed Shark River Boulevard (Figure 3). Other alternatives could be considered if they better implement or effectuate the core concepts of the plan.

A key element in the success of this project is the development of the public promenade and waterfront walkway, which is envisioned to include several places for seasonal street vendors and informational kiosks. In addition to the waterfront promenade, the Redevelopment Plan seeks to provide a dynamic mixture of land uses, including commercial, housing and open space. The commercial space is oriented to Route 35 and the waterfront, the main corridor in the Redevelopment Area, and along the proposed Shark River Boulevard.

The North Channel area also should provide a mixture of housing opportunities, including multifamily, live/work units², and townhouses. Most importantly, the North Channel area should provide for open space areas for a variety of recreation purposes. The area will be accessible by two (2) proposed signalized intersections at the northbound and southbound access of Route 35. Vehicles will be directed to parking areas adjacent to the commercial and residential buildings and mixed-use building. The North Channel area also will be accessible to boats via boat ramps, private boat slips, a water taxi, and possibly a pedestrian bridge to Seaview Island.

The Land Use Plan also incorporates additional open space elements on Shark River Island, with a proposed public garden and public park to the West of a proposed overflow parking area near Seaview Circle North and Seaview Circle (Block 563).

A minimum of twenty (20) foot wide waterfront promenade is proposed to run along the North Channel inlet to the Shark River Bay slightly beyond Riley Road (depicted as green). This may be reduced to 15 feet in areas where outdoor dining is proposed. The portion of the promenade to the West of Riley Road can be constructed as part of a subsequent phase of the project when the properties on Block 550 are redeveloped. The promenade will be accessible to the public and designed to provide both active and passive recreation, including access to boat slips, informational kiosks, seasonal street vendors, possible fishing locations, and outdoor dining opportunities. The information kiosks could depict the North Channel Area's history, the importance of the Shark River Estuary, and the native bird populations found in the area. The promenade would also incorporate public spaces that could include a gazebo or pavilion that can be used for outdoor entertainment and other family-oriented activities.

Vision Statement: North Channel Plaza

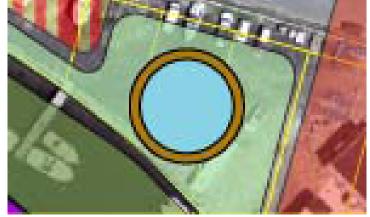
The North Channel Plaza will provide a view of the waterfront from the northbound and southbound Route 35 lanes and serve as a common open space between all of the proposed development components. The Plaza will be lined with flags and banner poles in addition to the nautically-themed light posts and other proposed treatments of the public areas.

The Plaza itself would serve as a gathering place, dropoff zone and public space suitable for small-scale events or performances, displays and vendors with wheeled carts and kiosks which could be used by local artists and artisans.

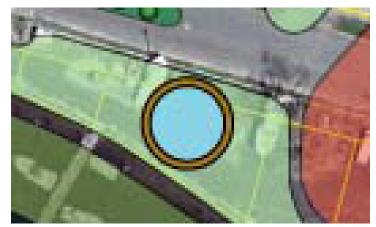
The Plaza could allow for parking at its perimeter, be barrier-free accessible, and be designed for maximum flexibility. The main purpose of this area is to serve as a focal point of pedestrian activity between the commercial and residential uses and as the main access point to the marina promenade.



Interesting brick design and street furniture can help to make an interesting pedestrian environment that is durable and requires low maintenance.



North Channel Plaza (Option 1)



North Channel Plaza (Option 2)

Figure 3: Land Use Plan & Key Design Concepts (Option 1)





Figure 3A: Land Use Plan & Key Design Concepts (Option 2)





Vision Statement: Marina Promenade

In keeping with the spirit of traditional shoreline boardwalks and promenades, a minimum of a 20 foot wide pedestrian walkway, or boardwalk, is proposed. This could be reduced to 15 feet in areas where outdoor dining is proposed. The promenade could widen and be articulated in select areas so as to incorporate periodic rest, seating, or dining areas. Integral to the promenade will be Township-approved commercial nodes, such as seasonal street vendors

The promenade would generally follow the alignment of the North Channel shoreline. The primary commercial activity would, however, be on the most eastern end of the promenade where restaurants would most benefit from proximity to the Plaza. This location would also have exposure from both the Shark River Boulevard and Route 35 from the southbound lanes and from the bridge on the northbound lanes. Also fronting the promenade would be the mixed-use development area. The promenade may be extended westward along the optional townhouse area.

The promenade could also serve as a natural separation of public and private activity and uses. Region-wide access will be provided via a water taxi serving Neptune and surrounding communities. Other water-oriented activities would include boat excursion-related activities and private boatslips. Where appropriate, areas for fishing may be provided

Architecturally, the promenade would incorporate the district's seaside village and marina character as described in the Design Guidelines. Nautically-themed light posts, lanterns, fishing nets and various harbor side type amenities and themed visuals such as piers, piles, ropes, masts, lobster and crab cages. The promenade could also be linked to Seaview Island via a possible pedestrian bridge over the North Channel, which would be adjacent to the existing Route 35 bridge.

The proposed commercial complex located on the south side of the Redevelopment Area adjacent to Route 35 (Depicted in red on the Land Use Plan as Commercial Area A) will serve as the focal point of the commercial component of the North Channel Waterfront Area. To support the North Channel as a destination, this building will include vertical nautically-themed building elements visible from both northbound and southbound drivers along Route 35. A signature architectural design feature, such as a tower or spire could further provide a visual landmark to the North Channel Waterfront that sets the stage for the nautical theme of the area and welcomes residents and visitors alike into the waterfront from the Route 35 corridor.

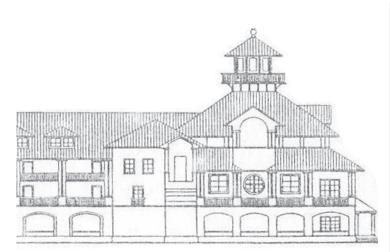
Vision Statement: Commercial Area A

Commercial Area A is to be a primary destination point with restaurants and retail use, possible tiered indoor and outdoor casual waterfront dining spaces with limited but related retail. Waterside dining is a must. A roof top lounge could also be incorporated. The building structure should include an architecturally-distinct vertical element. For example, a tower element would be a strong vertical visual anchor and identity for the entire district.

A direct access from and to the Plaza and Promenade would be provided. Seated waiting areas and service bars might flank the North Channel Plaza in front of this commercial component.

The proposed building will include shops and restaurants designed to take advantage of its waterfront location and associated views of the North Channel and Shark River Bay. Parking may be provided in a parking deck and/or surface parking to the rear of the building behind the restaurant and retail uses fronting on the waterfront promenade. At the first floor level, restaurants, including Sunsets, will provide outside dining areas adjacent to the promenade and public plaza. The upper floors will provide striking views of both the marinas on the North Channel, the Shark River Bay, and evening sunsets. The intent is to provide a mixture of commercial, restaurant and entertainment uses that make this location a destination for both residents and seasonal visitors alike and an anchor for the entire development.

The commercial complex will underscore the community's investment in the area in concert with a publicly accessible waterfront promenade. The commercial complex also will provide customer support and activity for the other revitalization efforts along the remainder of the North Channel Waterfront Redevelopment Area.



The commercial building in Area A, should be a multi-story building with a vertical feature visible from Route 35 and should set the overall nautical design theme of the architectural elements in the Redevelopment Area.



Commercial Area A (Option 1)



Commercial Area A (Option 2)



Commercial Areas B, C, D and E are proposed at the entrance of Shark River Boulevard to the West and on the frontage road of Route 35 to the East (depicted as red in Blocks 554, 555, 559 and 559.01). Together, these areas will create a new North Channel Commercial District. The district will serve as an entranceway into the remainder of the North Channel waterfront and create a transition from the more intensive uses along Route 35 to the residential uses to the West. To allow views of the upper vertical design elements of Commercial Area A from southbound Route 35, Buildings in commercial Area B at the corner of Route 35 and Shark River Boulevard should be at a lower height and mirror the architectural elements of the larger commercial building in Area A. Retail commercial uses, or a possible boutique hotel, are proposed for this building.

Commercial Area C anchors the northern end of the public plaza and mall complex. As such, a vertical design element is proposed for this building to create a visual termination point for the plaza and mall. Uses in commercial area C could include a boutique type hotel and related commercial and restaurant uses. Commercial buildings in Areas C and D may contain professional and general offices to provide employment possibilities and year-round customer base for the restaurants and shops in the area.

Commercial Area D also would provide highway oriented retail uses, taking advantage of its access and visibility from Route 35. This area could accommodate existing uses (such as PILOT Electric) so long as they were located within a building or buildings designed in a manner consistent with the overall architectural theme of the North Channel Redevelopment Area. Commercial Area E could contain a convenience retail, or similar use, such as a Dunkin' Donuts or Starbucks. Given its visibility, this commercial building should be designed to emulate the nautical theme and architectural design features of the rest of the North Channel waterfront. Commercial buildings in Areas B and C are proposed to be set back to allow views into the North Channel waterfront from Route 35.

Vision Statement: Commercial Area B

This supporting commercial component of the Redevelopment Area would be positioned adjacent to the East parking facility and benefit from having exposure and frontage on three (3) sides. Proposed uses may include a sports bar for maximum year-round use, restaurants and retail uses.

The structure would be one (1) to three (3) stories in height over parking and could be designed with a center service core. Commercial areas A and B could be linked in a combined building structure.

The building setback and height should be designed to facilitate views to the North Channel Plaza and waterfront area, as well as the upper stories and decorative roof elements of the building in Commercial area A.

The Area could be designed to include a dedicated parking structure that, in turn, could include outdoor sports activities. This structure could include retail uses, such as a family-style restaurant on the first story and a sports bar on the second level. In Option 3 (Route 35 realingment), this area also could include a boutique-type hotel (see Circulation Plan).

Optional Bridge Connections Restaurant/Retail Commercial Mixed-use

The restaurant retail element of the mixed-use structure and Commercial Area A could be connected using a structural element that blends the commercial and residential components together into a unifying architectural nautically-themed design.



Commercial Areas B and C (Option 1)

Vision Statement: Commercial Area C

Commercial Area C has a view of the marina and a direct axial relationship onto the proposed North Channel Plaza and Concourse. The Plaza and Concourse make this parcel visually desirable and effectively links this component with the Redevelopment Area.

Permitted uses include a boutique-type hotel and a mixture of dining, commercial and office-related activities that will provide year-round interest activity. The area also could include marine-oriented retail uses, such as bait and tackle shops or other similar types of uses. Any proposed building should be designed in a manner to minimize any impacts on the adjoining neighborhood.

Frontage along both Route 35 and the proposed Shark River Boulevard maximizes drive-by exposure and pedestrian accessibility. The building should be setback to provide views into the public plaza and waterfront from Route 35.

Commercial Area C must be adequately buffered from adjoining single family residential uses.



Commercial Areas B and C (Option 2)





The public realm envisioned in the Redevelopment Area is proposed to be a vibrant pedestrian oriented commercial node that encourages a multitude of interactions. This area will be a usable year-round and for such activities as Farmers Markets in the Summer and holiday shopping in the Winter.

Vision Statement: Commercial Area D

This commercial area is removed from the waterfront but enjoys considerable exposure from Route 35. The intent is to provide retail commercial uses oriented toward the highway, but linked thematically with the elements of the North Channel Commercial and Waterfront Areas. This is particularly important if the alignment of Shark River Boulevard, as shown in Figure 3A, is chosen. Commercial Area D should provide opportunity for highway-oriented retail and could include a local surf shop, marine sales, fishing-related store, or other marine-related business that would benefit and have maximum exposure to Route 35. Surface parking adjacent to the building structure would be aligned with the end land use proposed and constructed. The area could also accommodate existing uses so long as if they are located within a new building or buildings designed in a manner consistent with the overall architectural theme of the North Channel redevelopment area.

This area could potentially be expanded through the vacation of the existing NJDOT access road between the northbound and southbound lanes of Route 35, and the provision of additional property for development by NJDOT as noted on the Land Use Plan.



Commercial Areas D and E (Options 1 and 2)

Vision Statement: Commercial Area E

Flanked by the north- and southbound lanes of Route 35, this commercial area has maximum roadside exposure and can serve as a welcoming gateway to the district. As such, any development at this site should be attractively designed in a manner consistent with the architectural themes of the North Channel Area. Commercial opportunities range from bait and tackle shops to convenience retail, donut, coffee and ice cream sales.

The structure must be visually interesting but subordinate to the vertical design elements and proposed in Commercial Area A. In addition, the site offers the opportunity to provide a "Welcome to Neptune Township's North Channel Waterfront District" sign or other welcoming gateway feature.



The areas hatched as yellow/red on the Land Use Plan are identified for mixed-use development, with commercial uses on the first floor and residential uses on the upper floors. The southernmost mixed-use building will front or be oriented to the waterfront promenade and provide views of the North Channel and the Shark River Bay. It is the intent that the first floor commercial uses will take advantage of the proximity to the waterfront promenade and especially the public plaza at their eastern end and include shops, restaurants, cafés, ice cream parlors, and other similar uses. The mixed use component may be permitted to extend along a portion of the southern side of the building so long as a mixed component is located at the plaza and wraps around the south side of the building onto the area proximate to the public promenade.

Alternatively, the residential units in the mixed-use building also could include a housing arrangement called live/work units. A live/work units arranges commercial and residential uses together, eliminating the need to commute, while increasing opportunities for small business owners and start-up commercial and office uses in the Township.

A range of housing types are provided in the Redevelopment Plan. These include multifamily and townhouse development (depicted as yellow on the Land Use Plan).

The Multifamily residential development will front on the south side of Shark River Boulevard (or the cul-de-saced New York Road) and Riley Road. A portion of the eastern end of the multifamily building is proposed for mixed-use. The intent is to complete the mixed-use streetscape surrounding the North Channel Plaza and pedestrian concourse (Option 1) or Shark River Boulevard (Option 2). The multi-family area may be permitted to extend northward into the western end of Commercial area C.

The proposed townhouse development will front South Concourse, Riley Road, and Shark River Boulevard. This

development will benefit from the accessibility to the marina, promenade, restaurants, and the views of the North Channel and the Shark River Bay. The townhouses should not exceed three (3) stories in height but may incorporate added roof top widows walks, cupolas, towers and turrets consistent with the Redevelopment Plan's architectural guidelines. The townhouse area is proposed as an option available to the private property owners within Block 550.

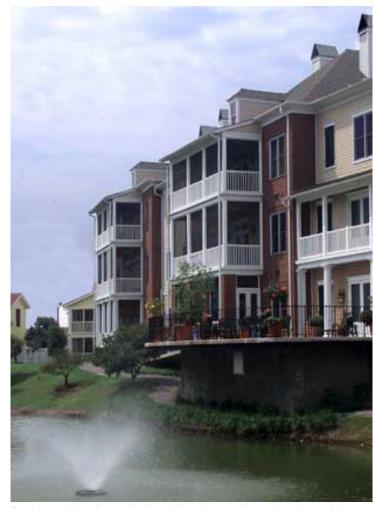
Vision Statement: Multifamily/Mixed-Use

The multifamily component may be up to four (4) stories over parking and incorporate balconies where waterfront and North Channel Plaza views are available. The intent, however, is to create a transition in scale from the existing single family residential uses to the central portion of the multifamily area.

The most eastern end of this component would include mixed-use along the public concourse Boulevard with commercial uses on the first floor and residential uses on the upper floors.

Vision Statement: Mixed-Use

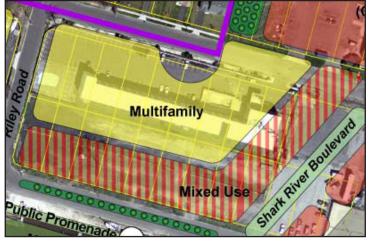
Fronting the promenade would be a mixed-use development. The structure should vary in height but not exceed four (4) stories including one story of commercial. Views, balconies, covered porches and window design should be optimized here and may incorporate added cupolas, towers and turrets. Commercial activities should be centered on the North Channel Plaza, and include marina and waterfront views in addition to outdoor dining opportunities. As part of the first level and adjacent to the promenade, several retail stores could entice visitors to shop in gift stores or other shopping places. Alternatively, the commercial space closest to Riley Road could accommodate live/work units for professionals living in the area.



Residential dwelling units should employ a variety of roof top widows walks, cupolas, towers and turrets in the nautical architectural theme.



Multifamily and Mixed-Use Areas (Option 1)



Multifamily and Mixed-Use Areas (Option 2)



Circulation and Parking

The Plan proposes significant improvements in access, circulation, and parking. A key element of these improvements is the proposed signalized intersections at the intersection of Route 35 and Shark River Boulevard (New York Road) that will direct vehicular traffic into and from the North Channel Waterfront Area. As the name implies, the Shark River Boulevard will be a tree-lined boulevard designed to use context-sensitive design attributes creating an attractive entranceway into the Waterfront Area. Two alternate layouts for the Boulevard are shown in the land use plans and circulation plans. The first alternative would be the conversion of New York Road into Shark River Boulevard, and opening it up as a through-road to Shark River Bay. The second alternative would be to run Shark River Boulevard at an angle southwestward to the North Channel Plaza and then westward along the waterfront. The Boulevard also will serve as the primary entry into the redevelopment area and act as the feeder roadway to the various commercial and residential uses, and primary access to the adjoining residential neighborhood. The Boulevard is envisioned as a landscaped streetscape with brick-paver pedestrian crosswalks, nautical theme light posts, a tree-lined center median strip, and various streetscape amenities.

In place of the existing access ramps to Route 35, two (2) new signalized lights and a cut-through road are proposed to provide ease of ingress into the North Channel Waterfront Area at the intersection of Route 35. The New Jersey Department of Transportation will be approached about a potential land swap wherein the existing exit ramp from northbound Route 35 be made available for the development of the new commercial or office development (Commercial Area D). The Redevelopment Plan also suggests vacating South Concourse East from Riley Road to allow the mixed-use and commercial buildings to front the marine-orientated promenade. Under the alternate route for Shark River Boulevard, which would bring it close to the waterfront, a portion of New York Road would be vacated.

The North Channel area also will contain a variety of parking spaces to serve the residential and commercial uses, including surface parking, on-street parking, and parking decks. Surface parking or a possible deck structure can be accommodated between Commercial Areas A and B, as well as between the mixed-use and multifamily buildings. The proposed multifamily building also could include a ground-level parking area. Parking may be provided around the proposed North Channel Pedestrian Mall and Concourse. In addition, off-street parking will be provided for Commercial Areas C, D, and E.

Sea View Island Open Space/Recreation:

This area should be designated for open space, public gardens, and recreational uses. The actual uses of these park and recreaton ares will be decided upon in conjunction with public outreach and community visioning meetings with the residents of Sea View Island. A portion of the area may used to provide supplemental parking for the Sea View community. However, any parking should be landscaped, fully screened, and buffered at its perimeters.

Alternative Route 35 Circulation Plan

Figure 4B presents an alternative circulation plan and realignment of Route 35, which was developed based on discussions with NJDOT staff and Township representatives and professionals. The alternative alignment would provide an opportunity to rationalize the circulation pattern in this area and provide safer and more efficient circulation along Route 35 north of the Route 35 bridge into Belmar. By shifting the southbound lanes to the east, the proposed alternative would eliminate the need to provide two signalized intersections on north and southbound Route 35.

The realignment also would provide additional redevelopment opportunities within the redevelopment project area.

Commercial Areas D and E would be eliminated and merged into Areas B and C, making both of these areas larger. The boutique hotel could then be provided proximate to Route 35 in either Area B or C. All other uses permitted in Areas B and C, would be permitted in the reconfigured land use plan. The plan would also allow for the expansion of the multifamily residential area as an appropriate transition between the existing single-family residential neighborhoods to the north and west and the more intensive nonresidential uses proximate to Route 35 and the mixed-use area of the development. In such a scenario, building heights in the multifamily residential areas could be reduced.

The reconfiguration of Route 35 also would provide additional highway commercial areas to the north of the redevelopment area. This area also has been identified as a possible townhouse overlay district. To more fully integrate and coordinate development with the North Channel redevelopment project, the Township may want to consider designating the area in need of rehabilitation and incorporated into the overall redevelopment plan for the area. This would provide a mechanism for fully funding improvements as part of a redeveloper agreement and serve to provide more options for the improvement, expansion, or relocation of existing businesses in the area, such as Mac's Bait and Tackle and Stumpy's.

Summary

In sum, the Land Use Plan encompasses the following recommended uses as described in detail at Appendix A:

- Arts, entertainment, recreation and cultural uses, such as
 - a. Waterfront promenade
 - b. Marina (commercial and leisure activities)
 - c. Pavilion/gazebo
 - d. Public art
 - e. Fishing areas
- 2. Food service and restaurants, including service of alcoholic beverages
 - a. Cafés and ice cream shops
 - b. Outdoor dining
- 3. Professional offices
- 4. Residential dwelling units
 - a. Multifamily
 - b. Townhouses
 - c. Live/work units (mixed-use: Residential and commercial)
- 5. Retail trade
 - a. Marine-oriented retail sales and service
 - b. Art studios, bookstores, galleries and craft shops
 - c. Bicycle stores/rentals
 - d. Farmers/fish market
 - e. Gift, novelty and souvenir shops
 - f. Nautical theme antique shops
 - g. Seasonal street vendors
- 6. Retail services
 - a. Boat and waterfront rentals and excursions
 - b. Water transportation services (water taxis, ferries)
- 7. Parking, as an accessory use
 - a. Parking garage
 - b. Surface parking
 - c. On-street parking



Figure 4: Circulation Plan (Option 1)





Figure 4A: Circulation Plan (Option 2)





Figure 4B: Circulation Plan (Option 3)



Figure 5: Pedestrian Access Plan (Option 1)





Figure 5A: Pedestrian Access Plan (Option 2)





Core Design Concepts

The core design concepts of the North Channel Waterfront Redevelopment Plan are shown on the Land Use Plan (Figure 3) and include:

- Waterfront Promenade. The Redevelopment Plan proposes a pedestrian-oriented waterfront promenade along the North Channel of the Shark River Inlet Commercial development, including restaurant uses, will be oriented around a public plaza, which will be the focal point of the promenade. The North Channel Plaza will form the southern end of a larger pedestrian mall/village green, which will link the waterfront to the new Shark River Boulevard and Route 35. Together, this network of public spaces will link the various components of the Redevelopment Plan, create a sense of openness, and maximize views into and throughout the North Channel Area. These will be designed to create an interesting and attractive pedestrian- oriented development, with concrete paver crosswalks, as well as benches, decorative lighting, bicycle racks, banner poles and flagpoles.
- Marine Related Activities. The focal point and thematic core of the proposed redevelopment will be to emphasize and underscore the North Channel's role as an active and vibrant waterfront area. Along with the waterfront promenade, facilities such as marinas and boat slips, marine-related commercial uses, and support facilities will be provided. Selected sites for fishing may also be provided. Water taxi services and other related marina activity will further underscore the North Channel's role as an active waterfront.
- Mix of Uses. The Redevelopment Plan includes a mix of residential and non-residential uses. The commercial uses proposed for the Redevelopment Plan are intended to reflect a marine-oriented environment that embodies commercial and leisure activities associated with boating, dining, and shopping. Commercial uses along Route 35 will be able to take advantage of its highway location, but will be developed in a manner consistent with the thematic approach to the rest of the area. The intent is to create a recognizable and distinct North Channel Commercial District through coordinated signage and architectural design. Residential uses will include a variety of housing types and options. Office uses may be developed to provide employment and yearround customers for the shops and restaurants. A new boutique hotel will provide additional year-round support for the area. Together, these uses will bind the area together into a new mixed-use neighborhood.
- Outdoor Dining Areas. Outdoor dining areas are a highly desirable element of an active and interesting waterfront promenade. Buildings shall be designed with articulated front façades to allow additional areas, alcoves and overhangs to accommodate outdoor seating for restaurants, coffee shops, ice cream parlors, cafés and similar uses. Corner buildings may also be appropriate locations for outdoor seating areas. As described in the preceding section, a possible outdoor dining area is proposed for Commercial Area A and the Mixed-Use buildings in the public plaza area.
- Pedestrian Oriented Development. All development and redevelopment within the North Channel Waterfront Redevelopment Area shall maximize pedestrian access, safety and comfort. All streets shall provide sidewalks and concrete paver crosswalks, as well as the access from parking areas shall be well lit and include design details as specified in the Redevelopment Plan. Pedestrian crossings, linkages and bridges are proposed to complete a comprehensive network of pedestrian accessways throughout the development. Wayfaring signage shall be provided highlighting key destination points for both pedestrians and drivers. The design and lighting of parking lots and other public areas should, where practical, emulate the overall design of the streetscape improvements, including decorative lighting, pedestrian amenities and other elements.
- Places for Informational Kiosks and Street Vendors.
 The Redevelopment Plan envisions that the waterfront promenade will include several informational kiosks along the path. The Redevelopment Plan also incorporates several areas along the promenade that are dedicated towards seasonal street vendor



Accessible from the promenade, several access points should be made to accommodate pedestrian traffic to water taxis and boating excursions.



Opportunities for fishing may be provided as part of the Redevelopment Plan.

The proposed marina promenade will take advantage of the North Channel viewsheds and be ideal for boating leisure activities.







Water edge seating takes dining to a new level, offering a variety of restaurant experiences on the water



During the tourist season, seasonal street vendor rentals could provide additional retail opportunities for residents and visitors alike.



Figure 6: View Shed Elements (Option 1)





Figure 6A: View Shed Elements (Option 2)





activities. Selected areas for fishing may also be provided

- Port of Entry and Waterfront Features. The North Channel Waterfront Redevelopment Plan proposes a coordinated nautical theme for both the type of uses and architectural design of the development. The intent is to create a "port of entry" for Neptune Township that underscores the North Channel area as both a destination and a gateway to the Township. Accordingly, the physical design of the Route 35 and Shark River Boulevard intersection is critical in order to welcome and attract visitors and shoppers into the North Channel Waterfront. The Redevelopment Plan recommends coordinated nautically-themed architectural features for the commercial buildings along Route 35. In particular, Commercial Area A adjacent to the Route 35 Bridge and on the south end of the Redevelopment Area will play a critical role in anchoring the development and providing a focal point and visual key for travelers along Route 35. This area should incorporate a signature architectural design feature that can be viewed by vehicles traveling North or South on Route 35 and approaching the bridge and provide a visual landmark to those entering into the North Channel Waterfront Area. In addition, the area should provide vantage points of the North Channel, Shark River, and sunsets, further enhancing the welcoming characteristic of the Port of Entry marine-oriented features.
- Public Spaces. The mixed-use waterfront includes a proposed waterfront promenade to run along the North Channel from the Route 35 Bridge to slightly beyond Riley Road. This promenade will possibly be linked to Seaview Island by a new pedestrian crossing. A public plaza will be located between Commercial

Area A and the Mixed-use Building, forming a focal point for the public open space network. In addition to its function as an open space and public gathering area, the public plaza is designed to provide a transition and access to the promenade. In addition, the public space is enhanced by a public park and community gardens on Seaview Island.

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

Implementation and Phasing

The North Channel Waterfront Redevelopment Plan is intended to be implemented in phases. The purpose of the phasing Plan is to ensure that a substantial portion of the commercial and public uses be developed prior to the development of residential structures.

The first phase of the Redevelopment Plan is the development of the proposed core elements of the waterfront redevelopment plan with the promenade and public open space area, as well as circulation improvements, such as the intersection improvements and Shark River Boulevard. In conjunction with the development of the promenade, the first phase will include the development of Commercial Areas A, B, C, D, and E. Both the waterfront development and the signature commercial buildings will provide a visible attraction

to the area and underscore the Township's investment in this underutilized water-edge area. Phase I should also include the development and construction of the proposed new signalized intersection, and the pedestrian bridge and park improvements on Seaview Island.

The second phase of the project will be the privately-initiated development of the townhouse development on Block 550. This will enable the continuation of Bry's Marina and their boat storage and launching operation. It is anticipated that this phase of the project will be undertaken as an option through private activities among the property owners.

Relationship to Definite Local Objectives

Neptune Township Master Plan

The use of Neptune Township's waterfront was identified as an essential goal and objective of the Township in the 2000 Comprehensive Master Plan. The Comprehensive Master Plan also provides for the development of "... desirable visual environments through creative development techniques and good civic design and arrangements."

The 2000 Comprehensive Master Plan (Master Plan) and the 2002 amendments to the Master Plan recommends that the Township consider modifying the zoning district boundaries of the areas adjacent to the North Channel in order to foster appropriate waterfront development. The recently completed New Jersey Department of Transportation Route 35 Shark River Bridge was noted as having helped to achieve in part the objective of providing greater access to the Redevelopment Area. However, the plan also noted that this was only the start of efforts to revitalize the area. Specifically,

The completion of this project is a priority for the Township. In response to this project, a plan has been developed to facilitate further redevelopment of the Shark River waterfront to facilitate public use and access to the water. As part of any improvements, safe and efficient access must be provided to Shark River Island area and the waterfront in general. Excess land should be returned to community for needed public open space in the Shark River Island area.





The Plan envisions that the Redevelopment Area will become a destination node. Creating a vibrant residential community with a variety of housing choices and architectural styles provides an interesting viewshed for drivers traveling on Route 35. The images reflect a potential before and after viewshed scenario showing the residential components of the Redevelopment Plan.



The North Channel Waterfront Redevelopment Plan seeks to achieve these goals and objectives through the development of a new mixed-use waterfront destination with enhanced public access to the waterfront promenade, and well-designed commercial and residential areas.

The Master Plan also recommends that in addition, to much needed highway improvements in the Township attention should also be made to address alternative modes of transportation, such as pedestrian and bicycles. To that end, the Master Plan states:

Pedestrian attractiveness encompasses the aesthetic design and "vitality" of a given space and can be improved with streetscape materials and the creation of vistas or plazas.

The North Channel Waterfront Redevelopment Plan addresses these concepts through the formation of the waterfront promenade, which recommends that appropriate street furniture and other design elements be employed to maintain the viability of the area. The Redevelopment Plan also recommends that the several focal points into the site be used to increase the attractiveness of the area and provide viewsheds and vistas. The plan includes towers or spires on the commercial buildings, a public pavilion or gazebo, and public art. The public space incorporates pole banners, street vendors and informational kiosks.

The Master Plan goals and objectives for providing additional Parks, Recreation and Open Space and to:

Promote construction of additional recreation facilities on . . . new, context sensitive multi-use facilities.

The waterfront plan, the promenade, and the proposed open space elements of the plan go above and beyond the stated goals and objectives of the Master Plan. Based on the foregoing, it is clear that the North Channel Waterfront Redevelopment Plan is consistent with the basic goals and objectives included in Neptune Township's Master Plan, and is designed to implement these goals and objectives.

Relationship of Plan to the Township's Land Development Ordinance

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

Proposed Land Uses and Building Requirements

Intent and Purpose

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

This section provides the land use and building requirements and general design standards for development and redevelopment within the North Channel Waterfront Redevelopment Zone District. The framework for implementing the land use and building requirements specified in this section shall be the Land Use Plan and Core Design Concepts described above in the Redevelopment Plan. The North Channel Waterfront Zone District also includes Architectural Design Guidelines specific to the North Channel area prepared on behalf of the Township.

Permitted Uses

The list of uses that are permitted in the North Channel Waterfront Redevelopment Area is specified in Appendix A. With regard to proposed uses, the intent of the Redevelopment Plan is to provide a range and variety of uses that reflect the diversity of uses available to potential redevelopers interested in the Redevelopment Area. Priority shall be given to those uses for any proposed redevelopment project or projects undertaken as part of the Redevelopment Plan.

Basic Requirements

- A written design concept statement shall be submitted as part of the preliminary review which identifies the significant site features, supports the reasoning behind the architecture and site plan proposed and explains how and why the site features are incorporated into the project design.
- Land designated for Mixed-Use shall contain residential and commercial uses.
- 3. Land uses and their location within the
 Redevelopment Plan Area shall correspond to the
 basic areas shown in the Land Use Plan (Figures 3
 and 3A). However, some flexibility in the boundary
 areas may be permitted so long as the comprehensive
 goals and objectives of the plan are advanced.



Architectural and Building Requirements

The following standards shall encompass the North Channel Waterfront Redevelopment Zone District. Due to the unifying theme of the district to create a mixed-use waterfront area, architectural cohesion and compatibility is necessary in order to visually integrate development and allow for proximity of varied uses. Distinct requirements will be provided by land use type for Lot and Building Requirements and Parking. Development and redevelopment projects shall conform to the following standards.

A. Building Massing and Scale

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

B. Exterior Building Design

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

C. Architectural Features

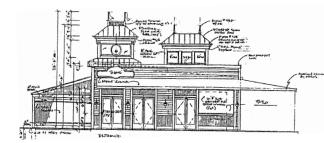
Architectural features include, but are not limited to the following: recesses, projections, wall insets, arcades, window display areas, awnings, balconies, window projections, landscape structures or other features that complement the design intent of the structure and are acceptable to the Planning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

D. Façade Treatment

- Multi-tenant buildings shall provide uniform storefronts, doorways, windows, awnings and other design features for all ground floor tenants. Upper floors of said buildings shall at a minimum be coordinated with the ground floor through common materials and colors. Storefronts should include display windows with a sill height not less than two
 (2) feet from grade.
- 2. Awnings shall be encouraged on all mixed-use retail buildings. All awnings shall be constructed and installed so that the frame and fabric of the awning is integrated into the overall building design. No awning shall extend more than six (6) feet from the building façade and no awning shall be less than seven and a half (7.5) feet above the ground. Awnings that project into any roadway, driveway, parking or loading area are prohibited. Awnings shall not be placed so as to conceal or disfigure an architectural feature or detail. Awning materials shall be limited to cloth, canvas and similar materials; metal and aluminum awnings are prohibited.
- New construction should use windows of similar sizes and shapes or incorporate other façade elements that establish the same pattern of other buildings its contest.
- 4. Rhythms that carry through a block such as store front patterns, window spacing, entrances, canopies or awnings, etc., should be incorporated into new or renovated façades.

- 5. Exterior mounted mechanical and electrical equipment shall be architecturally screened.
- 6. The use of creative lighting schemes to highlight building façades and related areas of a site shall be encouraged.
- 7. Fire escapes are prohibited on the principal façade of a building.





New façades should incorporate nautically-themed architectural elements and include gables, sheds, hip roofs, watch towers, bell towers, dormers, archways, covered entries and porches, atriums, random window openings, grilled transoms and other architectural shapes and forms.

E. Roofs

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

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







The marina oriented promenade should be designed to naturally bring residents and visitors together. This can be accomplished using interesting texture for the

boardwalk, painted wrought iron barriers, street furniture and lighting. Flags and banners may be attached to the exterior of buildings or a stand alone to provide definition to the area.

F. Community Amenities

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

G. Buffers and Screening

The rear area or parking lot of all properties shall be screened from the adjoining residential lots by a fence not to exceed six (6) feet in height and a minimum five (5) foot buffer area. Additional buffer and area width and screening may be required adjoining service entrances and trash storage areas.

H. Landscaping

 Landscaping is to be provided as part of all development applications and is to be integrated into building arrangements, topography, parking,

- buffering and other site features. Landscaping may include trees, shrubs, ground cover, berms, flowers, sculpture, art and similar materials, and shall be designed to provide aesthetic, buffering, environmental, ornamental, and other related functions. All landscaping plans shall be prepared by a New Jersey licensed landscape architect.
- Landscaping for mixed uses should define entrances
 to buildings and parking lots, define the edges
 of various land uses, provide transition between
 neighboring properties (buffering) and screening for
 loading and equipment areas.
- Landscaping shall permit adequate site distance for motorists and pedestrians entering and exiting a site and shall not interfere with circulation patterns.
- 4. Landscaping or decorative walls shall be provided adjacent to and within parking areas to screen vehicles from view and to minimize the expansive appearance of parking fields. Landscaping should include fast growing trees in parking lots to create summer shade.
- Street trees shall be installed in the public right-ofway.
- 6. Trees shall be planted within right-of-ways parallel to the street along all streets.
- 7. Street trees, shall be spaced as determined by species type. Large maturing trees shall be planted a minimum of forty (40) feet and a maximum of fifty (50) feet on center. Small and medium maturing trees shall be planted a minimum of ten (10) feet and a maximum of thirty (30) feet on center. These standards shall not apply to existing tree stands, groves, or other massed landscape features.
- 8. Large maturing trees, shall generally be planted along residential streets and along the street frontages and perimeter areas of parks, squares, greenbelts, and civic structures.

- Small maturing trees shall generally be planted along non-residential streets, interior portions of parks, squares, greenbelts, and civic lots.
- Plantings in immediate proximity to buildings in front and side yards shall respect architectural lines (should be seen as extension of architectural walls).
- 11. Plantings toward the street shall respect the integrity of the street by not obscuring important buildings and respecting views to and from streets, porches, walks, and public open spaces.
- 12. Existing trees 18" in caliper or greater may count towards all tree requirements. All such trees not within a drive or building footprint after grading may not be cut without approval from the Planning Board.
- 13. All plantings shall be installed free from disease in a manner that ensures the availability of sufficient soil and water for healthy growth and which is not intrusive to underground utilities.
- 14. All loading areas shall be landscaped in a manner that sufficiently screens the view of the loading area and vehicles from any public right-of-way and residential property.
- The use of vines and climbing plants on buildings, trellises, and perimeter garden walls is strongly encouraged.
- Plants in boxed, clay or wood containers should be used for enhancement of sidewalk shops, plazas, and courtyards.

I. Lighting

Lighting shall be permitted in accordance with the provisions of Section 412.11 (Light Fixture Mounting Height) and Section 511 (Lighting) of the Neptune Land Development Ordinance.

J. Signs

Signage is a critical design feature of the Redevelopment Plan. Signage shall be designed as part of an overall design plan that is complementary to and supportive of the maritime and nautical themes of the development. Commercial signs shall be permitted and regulated within the following zones as follows:

- 1. Zone 1: Route 35 Corridor
 - a. Commercial signs shall be regulated consistent with Township standards as set forth in Section 416 of the Township's Land Development Ordinance, so long as the thematic approach to sign design is consistent with the maritime and nautical design themes of the overall Redevelopment Plan
 - No commercial signs shall be visible from the other zones or sections of the Redevelopment Plan Area



Signs have a multitude of functions and should be professionally fabricated, carved, painted and installed and utilize no less than three (3) colors. To build interest local artisans should be involved in the overall concept for the commercial, mixed uses and residential areas signs, awnings and outdoor merchandising displays.





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

K. Lot and Building Requirements

- I. Multifamily and Mixed-Use:
 - Maximum number of residential units: 150 units
 - 2. Lot coverage: Eighty (80) percent
 - Stairs should be constructed inside the building footprint; Balconies should not extend more than six (6) feet.
 - Front Yard Setbacks:
 - a. To Shark River Boulevard (Option 1):Twenty (20) feet
 - To Shark River Boulevard (Option 2):
 Six (6) feet, except outdoor dining areas and cafés, in which case the setback shall be zero (0) feet
 - c. To New York Avenue (Option 2):
 Twenty-five (25) feet
 - d. To Pedestrian Mall (Option 1), and to Public Plaza and Public Promenade (Options 1 and 2): Six (6) feet, except outdoor dining areas and cafés, in which case the setback shall be zero (0) feet.
 - e. Setback from bulkhead in accordance with NJDEP requirements
 - 5. Maximum height: Four (4) habitable stories over the garage at grade level; or sixty-five (65) feet from the average finished grade to the mean roof height, whichever is less.
 - 6. All areas put into common ownership for common use by all residents shall be owned by a non-profit homeowners association in accordance with the requirements of the Department of Community Affairs

- II. Townhouses (Phase 2)
 - Minimum tract size shall be one and one-half
 (1.5) acres
 - 2. Setback from tract boundaries and all other right-of-way lines: Twenty (20) feet
 - Setback from waterfront shall be pursuant to New Jersey Department of Environmental Protection requirements and regulations
 - Maximum Density: Twelve (12) townhouses per acre
 - 5. Minimum tract width: 125 feet
 - 6. Minimum tract depth: 100 feet
 - 7. Maximum building coverage for the entire tract: Thirty-five (35) percent
 - 8. Townhouse developments shall be subject to the following bulk and yard regulations, design standards, and administrative requirements, which shall not be deemed as required conditions for the proposed use.
 - a. The overall townhouse tract may be subdivided to provide feesimple ownership for the individual townhouse units. The following shall apply to the individual townhouse lots:
 - i. Minimum front yard setback:Twenty-five (25) feet from internal streets
 - Minimum side yard setback (for end units): Twelve (12)
 - iii. Minimum rear yard setback: Twenty (20) feet
 - iv. Maximum height: Three(3) stories over or forty (40)feet.
 - Minimum distance between buildings shall be in accordance with the provisions presented herein

- Maximum units per structure: Eight (8) dwelling units
- 11. Maximum building length: 240 feet
- A structure shall not have more than two (2) connected townhouse units on one (1) façade without providing a variation in setback of at least two (2) feet.
- 13. Each unit shall have an area designated for the storage of trash and recycling containers. All trash containers shall be screened from view. Screening should blend with the building exterior.
- 14. All areas put into common ownership for common use by all residents shall be owned by a non-profit homeowners association in accordance with the requirements of the Department of Community Affairs
- III. Commercial Design Standards
 - Overall Tract Coverage: Eighty (80) percent
 - 2. Area A:
 - a. Setback from Route 35: Twenty (20) feet
 - b. Setback from bulkhead: In accordance with NJDEP requirements.
 - c. Setback from Shark River Boulevard(Option 1): Six (6) feet
 - d. Setback from Public Plaza and
 Promenade (Options 1 and 2) and
 Pedestrian Mall (Option 2): Six (6)
 feet, except outdoor dining areas and
 cafés, in which case the setback
 shall be zero (0) feet
 - e. Maximum number of stories: Four (4)
 - f. Maximum building height: Sixty-five (65) feet



3. Area B:

- a. Setback from Route 35: Twenty(20) feet
- Setback from Shark River Boulevard (Option 2): Six (6) feet, except that at the northern end, which shall be twenty (20) feet.
- c. Setback from Pedestrian Plaza
 (Option 1): Six (6) feet, except
 outdoor dining areas and cafés, in
 which case the setback shall be zero
 (0) feet
- d. Maximum number of stories: Three(3)
- e. Maximum building height: Forty-five (45) feet

4. Area C:

- a. Setback from Shark River Boulevard:Twenty (20) feet
- b. Setback from Route 35: Thirty (30) feet
- c. Side yard setback: Ten (10) feet
- d. Rear yard setback: Twenty (20) feet
- e. Maximum number of stories: Three(3) stories over parking
- f. Maximum building height: Forty-five (45) feet

5. Areas D and E:

- a. Minimum lot area: Not applicable
- b. Minimum lot width: 200 feet
- c. Minimum lot frontage: 200 feet
- d. Front yard setback: Thirty (30) feet
- e. Side yard setback: Twenty (20) feet
- f. Rear yard setback: Twenty (20) feet
- g. Maximum percent building coverage:Forty (40) percent
- h. Maximum percent lot coverage:
 Eighty (80) percent
- i. Maximum number of stories: Two (2)

- j. Maximum building height: Thirty-five(35) feet
- k. Parking in the front yard shall be permitted

IV. Other provisions:

1. Height exceptions:

- a. The maximum height requirements of the district shall apply to all structures, except chimneys, flues, ventilators, skylights, towers, cooling towers, cupolas, belfries, clock towers, flagpoles, and all other decorative features and necessary mechanical appurtances and similar features usually carried above the roof level, which shall be exempt from the height provisions provided herein provided that:
 - The aggregate area covered by all such features shall not exceed fifty (50) percent of the area of the roof of the building of which they are part.
 - ii. The height of each such feature shall not exceed thirty-five (35) feet above the level of such roof.
 - iii. All such features shall be constructed, or enclosed within walls, of a material and design in harmony with that of the main walls of the building of which they are part.
 - v. Parapet walls not extending more than four (4) feet above the maximum height limitation shall be exempt from the height requirements set forth in this Chapter.

- 2. Multi-level parking structure:
 - a. That portion of a multi-level parking structure specifically designed to accommodate parking and driveway areas shall not be included in determining the maximum permitted building coverage on a particular tract.
 - b. When permitted as an accessory structure for a permitted principal use, a multi-level parking structure shall conform to the following requirements:
 - c. The required setbacks for multi-level parking structures shall be the same as those set forth for principle permitted structures.
 - d. The architectural design for the façades of parking structures shall incorporate the nautical and marine themes of the North Channel Waterfront Area to add visual interest and improve the overall appearance of the structure as viewed from the street.

L. Parking and Loading

- The amount and design of off-street parking shall be at the discretion of the Redevelopment Entity and Planning Board, in accordance with the following general guidelines:
 - a. Offices: One (1) space for each 300 sq. ft. of gross floor area
 - b. Retail: One (1) space for the first 500 sq. ft. and one (1) space for each additional 250 sq. ft.
 - c. Multifamily dwellings: One and a third (1.3) spaces per unit
 - d. Townhouses: As per RSIS standards
 - e. Restaurants: One (1) space for every three (3) seats

- f. Marina: One (1) off-street space for each boat dockage space
- g. Marina Related Sales and Service: One and a half (1.5) spaces per 1,000 square feet per gross floor area and one (1) space per full time employee Shared parking, on-street parking and public parking may be utilized to fulfill the off-street parking requirements.
- 2. Parking shall generally be located in accordance with the Land Use Plan.
- 3. Driveways for surface lots shall be set back at least five (5) feet from all building units to provide space for a landscaped area.
- 4. Parking lot layout, landscaping, buffering and screening shall be provided to minimize direct views of parked vehicles from the street right-of-way and sidewalks, avoid spill-over light, glare, noise, or exhaust fumes onto adjacent properties. Parking lots exposed to view from the public roadway shall be shall screened by a minimum of a four and a half (4.5) foot high vegetative, screening or decorative wall.
- 5. The interior of all parking lots shall be landscaped to provide shade and visual relief. At a minimum, that at least one (1) deciduous tree shall be planted for every five (5) parking spaces inside a six (6) foot wide planter or landscape island is required. Landscaping should be utilized to soften edges of parking lots and to provide a sense of lot borders or boundaries.
- Parking lot layout should take into consideration pedestrian movement, and pedestrian crossing should be installed where deemed necessary by the Redevelopment Entity and Planning Board.
- 7. On-street parking directly fronting a lot shall count toward fulfilling the parking requirement.
- 8. The required number of parking spaces may be reduced by demonstrating the possibility of shared parking.



- The parking requirements may be suspended for select retail uses of 2,000 square feet or less, that portion of restaurant seating which is outdoors, and adjacent to the street.
- 10. Off Street Loading Requirements shall be as follows:
 - Office/restaurant:
 Less than 10,000 square feet: None
 Over 10,000 square feet: One (1)
 - All other nonresidential:
 Less than 10,000 square feet: None
 10,000-50,000 square feet: One (1)
 Over 50,000 square feet: Two (2)

Relocation

Pursuant to the Local Redevelopment and Housing Law, Redevelopment Plans that contemplate property acquisition must include adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market. Given the limited number of residents in the Redevelopment Area, and the variety and range of affordability of housing within the Township, and the proposed redevelopment efforts which will create new housing, as well as rehabilitation programs in the Township, it is estimated that there will be more than a sufficient number of decent, safe, and sanitary housing that is affordable to residents displaced by the redevelopment activities of the North Channel Waterfront Redevelopment Plan.

Relocation assistance will also be available for the businesses located in the Redevelopment Area. Neptune Township, its Economic Development Corporation, and the designated redeveloper will assist any existing business that may require relocation as a result of the Redevelopment Plan. Under the

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

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

Particular attention will be placed on the special needs of any business that will be relocated. For example, if the relocation of Pilot Electric is necessary, the redeveloper or Township will find a suitabily-zoned site and facility that will enable this firm to continue its operations during the relocation period without any substantial disruption of service to its clients. Special relocation needs for any relocated use will be addressed as part of the redeveloper agreement with the designated redeveloper or redevelopers.

Property to Be Acquired

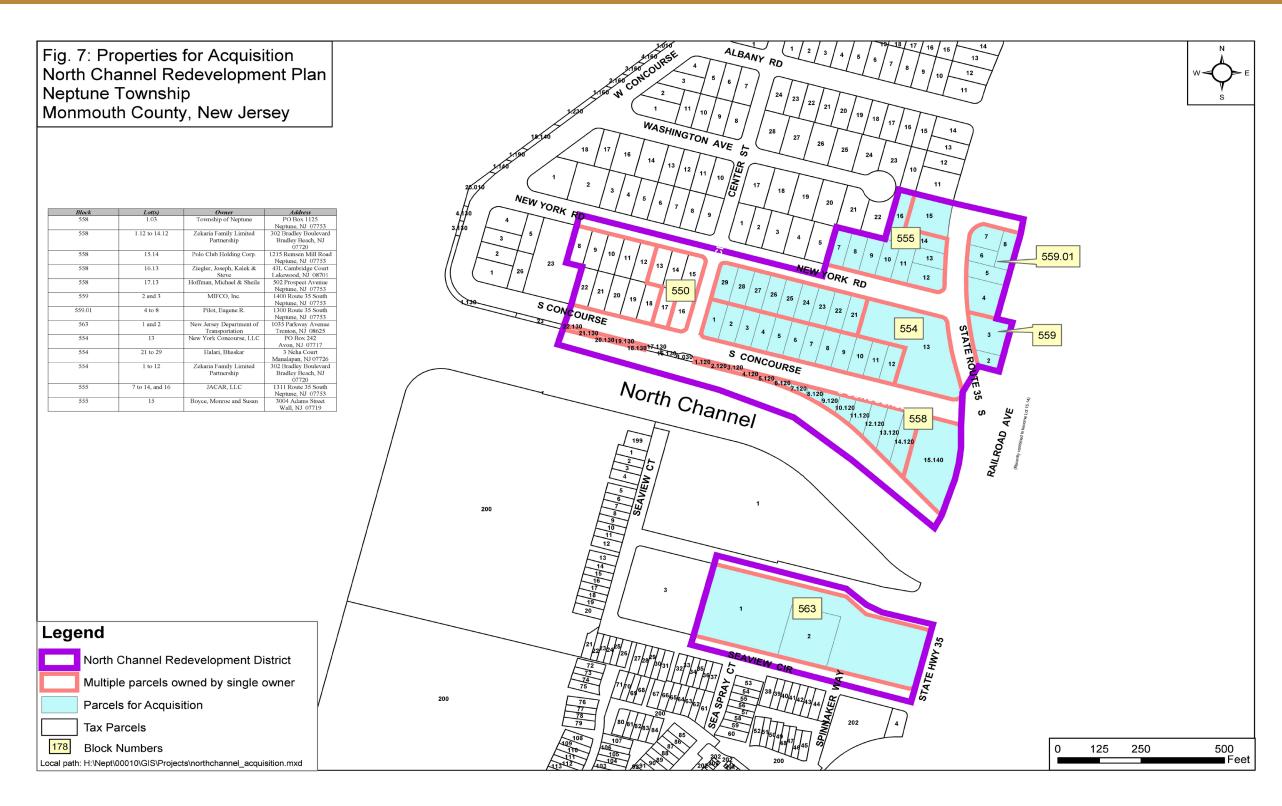
In accordance with the stated intent of the Neptune Strategic Revitalization Plan, it is the Township's objective to ensure as much as possible that local residents and property owners participate in and benefit from the revitalization of their community. Therefore, the Township plans to continue working with any property owners within the Redevelopment Area to promote the overall goal and objectives stated herein. Accordingly, the Township will limit its use of eminent domain to instances where there is a clear public purpose, such as roadway improvements, public access to the waterfront and other portions of the Redevelopment Plan Area, public parks and open spaces, and other public improvements. However, to fully implement the proposed North Channel Waterfront Redevelopment Plan, the Township's eminent domain powers may need to be used to eliminate any restrictive covenants, easements or similar property interests that may undermine the implementation of the Redevelopment Plan.

Of particular note, the Bry's Marina property and other properties on Block 550 have not been identified for acquisition. It is anticipated that this area will redevelop later as the result of private initiatives and negotiations after the primary phases of the redevelopment project have taken place.

Under the requirements of the Local Redevelopment and Housing Law, a Redevelopment Plan must identify properties that either will or may be acquired to implement the Plan. Accordingly, Figure 7 shows those properties in the North Channel Waterfront Redevelopment Plan Area to be acquired to implement the Plan. Figure 7 also includes a list of these properties by Block and Lot. Properties to be acquired include both properties that will be acquired through private negotiations between the designated redeveloper and property owners or properties that may be acquired through eminent domain for the purposes enumerated above.

In general, it is anticipated Neptune Township will only need to use its eminent domain authority on a limited basis for clearly defined public purposes, or when title problems or similar issues prevent a comprehensive and coordinated implementation of the Plan. In fact, there also is the possibility that the Township may not have to use its eminent domain authority at all to implement the North Channel Waterfront Redevelopment Plan. However, to ensure full implementation of the Plan, the Township reserves its right to do so in accordance with the Local Redevelopment and Housing Law and applicable statutes and regulations as qualified above. In particular, existing restaurants and maritime or nauticalrelated businesses, such as Sunsets, Mac's Bait and Tackle, and Jack's Ribs and Ale, should be given priority to stay or be relocated within the redevelopment project area. Other uses may be permitted to stay if provided a suitable location within a building or buildings that is consistent with the overall architectural theme of the redevelopment area. The land use plan has been designed to provide opportunities for such relocation both within and outside of the redevelopment area, and a variety of options within each of the commercial and mixed-use areas in the plan.







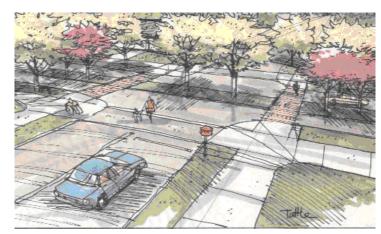
Plan Relationships

Neptune Township Master Plan

Pursuant to the Local Redevelopment and Housing Law, "all provisions of the Redevelopment Plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan." (N.J.S.A. 40A:12A-7d). As described in the prior sections, the North Channel Waterfront Redevelopment Plan is substantially consistent with the Neptune Township's Master Plan goals and objectives and is designed to effectuate the goals and objectives of the Master Plan.

Adjacent Municipalities

Municipalities adjoining the North Channel Waterfront
Redevelopment Plan Area include Avon-by-the-Sea, the
Borough of Belmar, and Neptune City. The Shark River Bay
is also a common water feature among the municipalities.
Route 35 is a common regional roadway that serves both
Belmar and Neptune City, and the Shark River Bridge is at the
crossroads of Belmar, Neptune City and Neptune Township.
The North Jersey Coast Line Rail Line runs through all the
municipalities.



The treatment of proposed Shark River Boulevard as a tree-lined boulevard is a key feature of the circulation component of the Plan.

A. Avon-by-the-Sea

The 2004 Avon-by-the-Sea Master Plan makes no specific reference to waterfront development along its jurisdictional boundaries with Shark River. The existing land uses along the Shark River Inlet are single family residential with private boat slips and a marina. The land in Avon-by-the-Sea, adjacent to the Redevelopment Area, is zoned General Commercial and described as mixed office/residential. The existing land uses include public buildings, parkland and retail commercial. The Avon-by-the-Sea Master Plan describes the character of Main Street south of the Municipal Building as less intensive and primarily single family, although there is more commercial development occurring at the edge of the municipal boundary and where Route 71 crosses Shark River.

The North Channel Waterfront Redevelopment Area is physically separated from Avon-by-the-Sea by the Route 35, Route 71 and New Jersey Transit Railroad Right-of-Ways. Given this physical separation, Redevelopment Plan will have no substantial impact on Avon-by-the-Sea.

B. Borough of Belmar

The 2000 Borough of Belmar Master Plan and Reexamination Report includes a reference to the 1989 Borough of Belmar Master Plan and its stated goals to revitalize the Shark River waterfront and promote public access to the waterfront. In 1998, the Borough adopted the Seaport Redevelopment Plan which established the Seaport Revitalization Zone. The Plan was amended in 2000 and in 2003, when the Seaport Redevelopment Program was established. The preamble of the program suggests that the intent of the Borough to unify the marina with the downtown commercial business district.

There are two (2) zone districts proximate to Neptune Township, including the Seaport Redevelopment Area. According to the Belmar Zoning Map, the land area adjacent to the Shark River has been designated as a Marine Commercial Zone - 2 (MC2) and the properties abutting Route 35 a Seaport Redevelopment Zone (SRD). The SRD zone calls for a "Main Street" type development, with Live/Work Units proposed and pedestrian-orientated uses, which is consistent with the North Channel Waterfront Redevelopment Plan. The MC2 district is dominated by commercial uses, such as motor vehicle sales, repair and service stations. The 2000 Reexamination Report suggested that the Land Use Ordinance be changed to permit Live/Work Units in the MC2 district.

The Belmar Natural Resource Element considered the waterfront area as key to balance both development and preservation of coastal areas, by concentrating residential, commercial, industrial and resort development in appropriate zones. The Borough also successfully implemented a boardwalk at Maclearie Park, a marina park with a fishing pier, and tennis courts on River Road (Route 35).

The North Channel Waterfront Redevelopment Plan is compatible with Belmar's Master Plan, Reexamination Report, and the 2003 Seaport Redevelopment Program.

C. Neptune City

The 1999 Master Plan of the Borough of Neptune City makes no specific recommendations for waterfront development of the Shark River Bay in its stated policies and goals. Previous Master Plans addressed the need to protect and acquire riverfront areas for the beneficial use of Neptune City residents. Of the four (4) municipal parks in Neptune City, the 4.72 acre Memorial Park along Riverview Avenue is the closest open space area to the North Channel Waterfront Redevelopment Area. According to the Zoning Map, the areas adjacent to the

North Channel Waterfront Redevelopment Area are Single Family Residential (R-1) and Residential Commercial (RC). The R-1 designation makes up over three-fourths of the Borough; while the RC zone encompasses the area adjacent to the Route 35 corridor.

The North Channel Redevelopment Plan is compatible with the adjoining land uses and zone plan in Neptune City



Neptune Township and the Borough of Belmar are in a unique position to integrate their Redevelopment Plans to create a marina destination node for the Shark River Bay. Marina uses, such as pleasure boats, yachts and commercial boating should be encouraged. The introduction of a water taxi could connect Belmar and Shark River Hills to the waterfront area in Neptune Township.



Monmouth County Growth Management Plan

The 1982 Monmouth County Management Guide provides expansive goals and objectives, without specificity to Neptune Township's growth management plans. However there are goals and objectives specific to waterfront development, which are the following:

The scenic and natural resource value of waterfront areas must be protected against over development.

Provide for public access to bay and ocean beaches, stream corridors and riverbanks.

Encourage municipalities to increase public access to waterfront property. Local governments should secure access to waterfront property by easements or other methods to provide for footpaths, boat ramps and other public uses.

As such, the North Channel Waterfront Redevelopment Plan approaches the development of the waterfront as balance between growth and preservation of natural resources. For example, the Redevelopment Plan stresses that this marina serve not only as a working marina for both pleasure and commercial boats, but also recommends including informational kiosks highlighting the native bird populations and natural cycle of the Shark River Inlet.

State Development and Redevelopment Plan

The 2001 State Development and Redevelopment Plan (State Plan) establishes a Statewide planning framework that is designed to maintain and revitalize existing municipalities and organize growth in "centers" – compact, mixed-use communities that provide a variety of choices in housing, employment opportunities, entertainment, services, transportation and social interaction. The State Plan also provides guidelines for development of waterfront areas.

The North Channel Redevelopment Area is located in the Metropolitan Planning Area (PA1), which contains extensive waterfronts areas in the State. The State Plan contains overall goals, strategies and policies that relate to waterfront areas and address Natural Resource Conservation and Environmental Protection and Urban Design. In regards to the natural resource protections, waterfront development is intended to provide convenient access and clean waters for seasonal activities such as fishing, boating and swimming. In Urban Design, the vision is to apply design standards that create memorable vistas and focal points and use appropriate lights, benches, plazas, parks, public art and public spaces for New Jersey residents to meet, talk and build a strong sense of community. Both these concepts are illustrated by the Urban Revitalization Statewide Policies.

The Urban Revitalization component addresses the need for municipalities to prepare strategic revitalization plans that improve access to waterfront areas. Specifically, Policy 34, Revitalization for Sustainability, indicates that waterfront development should:

... improv[e] access to waterfront areas, public open space and parks through the redevelopment of vacant lots and abandoned structures and uncovering of paved over waterways; . . .

Policy 6, Community Design, stresses that waterfront development provides an opportunity to:

establish design criteria to improve and enhance waterfront areas, corridors, neighborhoods and gateways...

Areas contained in a PA1, such as the North Channel Waterfront Redevelopment Area, are ideal to address the policy objectives of such delineation. First and foremost, attention should be made to reclaim environmentally damaged sites and mitigate future negative impacts on waterfront development and encourage significant redevelopment and

intensification around existing and planned waterfronts for alternative modes, such as water taxis. The Redevelopment Plan addresses these policies in the Land Use Plan.

The Redevelopment Plan will advance the State Plans goals, strategies and policies for promoting and enhancing accessibility to waterfront areas and serve as a catalyst for neighborhood revitalization, economic redevelopment, and improved quality of life. Therefore, the North Channel Waterfront Redevelopment Plan is consistent with the goals and objectives of the 2001 State Plan.

Department of Environmental Protection Review

The New Jersey Department of Environmental Protection, Land Use Regulation Program administers several protective programs for the preservation of coastal waterways. The North Channel Waterfront Redevelopment Plan will be subject to review by the Coastal Area Facility Review Act (N.J.S.A. 13:19), the Waterfront Development Law (N.J.S.A. 12:5-3) and the Wetlands Act of 1970 (N.J.S.A. 13:9A). As the Redevelopment Area is located in the Coastal Metropolitan Planning Area this permits development of up to 80 percent impervious coverage and requires zero percent plan preservation or planting for unforested area. In addition, redevelopment of properties will also require a coastal permit to construct the waterfront promenade and for the marina uses along the waterfront. From the federal perspective, the United States Army Corps of Engineers Section 404 Water Quality permit may need to be obtained for any construction activities.

In addition, redevelopment of the North Channel Waterfront Redevelopment Plan will require review of the possible stormwater runoff from the new impervious coverage proposed in this area. The 2004 New Jersey Stormwater Best Management Practices Manual provides design and technical assistance for reducing potential runoff through landscaping, retrofitting and structural stormwater runoff measures.

Administrative and Procedural Requirements

Amending the Redevelopment Plan

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

Duration of Plan

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

Conveyance of Land

The Township may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to restrictions, controls and requirements of the North Channel Redevelopment Plan, all or any of the properties designated in need of redevelopment within the Redevelopment Plan Area that it currently owns or may acquire. The Township may also use its redevelopment authority powers pursuant to the Local Redevelopment and Housing Law to enter into other agreements with a designated redeveloper or redevelopers in connection with the construction of any aspect of the North Channel Waterfront Redevelopment Plan.



Redeveloper Selection

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

- The redeveloper will be obligated to carry out the specified improvements in accordance with the Redevelopment Plan.
- The redeveloper, its successors or assignees shall develop the property in accordance with the uses and building requirements specified in the Redevelopment Plan.
- Ontil the required improvements are completed and a Certificate of Completion is issued, the redeveloper will not be permitted to sell, lease, or otherwise transfer or dispose of any interest in the property within the North Channel Redevelopment Area without the express prior written consent of the Township Committee or, if a Redeveloper Agreement has been executed, pursuant to the terms of the Redeveloper Agreement. This condition shall not apply to the transfers of mortgage interests in the property to any lender to the redeveloper in connection with the Redevelopment Plan.

Development Review Process

Preliminary Design Review

All redevelopment projects in the North Channel Waterfront Redevelopment Plan Area shall be submitted to the Redevelopment Entity for a preliminary design review prior to submission of an application to the Planning Board. Applicants are required to attend a workshop meeting with the Redevelopment Entity or its designated Design Review Committee. The meeting will be used to determine if the proposed redevelopment project is consistent with the Redevelopment Plan and conforms to the Core Design Concepts, Building Requirements, and Architectural Design Guidelines of the Redevelopment Plan and provide an opportunity for comment and recommendations on the proposed project by the Redevelopment Entity and its professionals. During preliminary design review, the Redevelopment Entity and, if applicable, its Design Review Committee shall evaluate the project in relationship to its consistency with the Redevelopment Plan.

Preliminary design review shall focus on how the proposed project relates to and coordinates with other elements and phases of the Redevelopment Plan and how the uses and structures are integrated with and contribute to the quality and function of the North Channel area and neighborhood as presented in the Redevelopment Plan. Prior to the approval of a redevelopment project by the Planning Board, the Design Review Committee and Redevelopment Entity shall provide its findings to the Planning Board and confirm that the proposed project is consistent with the Redevelopment Plan and adequately addresses the design guidelines contained in the Plan.

Planning Board Review

Pursuant to N.J.S.A. 40A:12A-13, all development applications for development of sites governed by the North Channel Waterfront Redevelopment Plan shall be submitted to the Township's Planning Board for review and approval. The following provisions shall govern review of any proposed redevelopment and rehabilitation projects for these sites:

 No building permit shall be issued by the construction or zoning official for any work resulting in a change of intensity of development or change of use for any

- properties or buildings within the area of the North Channel Waterfront Redevelopment Plan without prior review and approval of the work by the Planning Board.
- 2. Regular maintenance and minor repair shall not require Planning Board review and approval.
- 3. The Planning Board shall conduct site plan and subdivision review, if applicable, pursuant to the Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.) and Neptune Township's Land Development Ordinance.
- 4. As part of site plan approval, the Planning Board may require the redeveloper to furnish performance guarantees pursuant to N.J.S.A. 40:55D-53 and the Neptune Land Development Ordinance. The performance guarantees shall be in favor of the Township of Neptune, and the Township Engineer shall determine the amount of any performance guarantees.
- 5. Any subdivision of lots or parcels of land within the North Channel Waterfront Redevelopment Plan Area shall be in compliance with the Redevelopment Plan and reviewed by the Planning Board pursuant to the Local Redevelopment and Housing Law and Municipal Land Use Law.
- 6. Once a property has been redeveloped in accordance with the North Channel Waterfront Redevelopment Plan, it may not be converted to any use not expressly permitted in this Redevelopment Plan. No non-conforming use, building, or structure may be expanded or made more non-conforming in nature after adoption of this Redevelopment Plan. A use or structure not conforming to the requirements of this Redevelopment Plan may not be reconstructed in the event of its destruction. The Planning Board shall determine the issue of whether the non-conforming use or building structure has been "destroyed."
- No variances, deviations, or waivers may be granted by the Planning Board which will result in permitting a use prohibited or not expressly permitted within this Shark River Inlet/North Channel Waterfront Redevelopment Plan



The Plan was developed to ensure that this emerging district will provide not only a place for business expansion and job opportunities, but also an accessible waterfront, an attractive open space network, active civic uses, new places to live, and a strong urban design character and convenient system of public transit. The vision for the area is to create a neighborhood with a mix of commercial, civic and residential uses, which will embrace Neptune Township's charm and character and utilize the area's waterfront location as a destination.





- or which will result in a density that exceeds the densities permitted in this Plan.
- 8. The regulations and controls of this North Channel Waterfront Redevelopment Plan shall be implemented, where applicable, by appropriate covenants, or other provisions, or through agreements for land disposition and conveyance between the redeveloper and municipality pursuant to Local Redevelopment and Housing Law at N.J.S.A. 40A:12A-8 and 40A:12A-9.
- 9. Any and all definitions contained within the North Channel Waterfront Redevelopment Plan shall prevail. In the absence of a definition, the definition found within the Neptune Township's Zoning Ordinance shall prevail. Any and all definitions shall be consistent with the Local Redevelopment and Housing Law.
- 10. A redeveloper shall be required to pay all applicable escrow fees and other required charges in accordance with applicable provisions of Neptune Township's Land Development Ordinance and New Jersey law. Additionally, a redeveloper may be required to pay for their proportional share of the cost of any studies, plans, reports, or analysis prepared by the Township or its designated redevelopment entity as part of the North Channel Waterfront Redevelopment Plan. Any such payments required to reimburse the Township or the redevelopment entity shall be specified in the redeveloper agreement.

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

Waivers

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



APPENDIX A

Permitted and Accessory Uses

	Commercial Areas					Residential			Public Access Areas		
	Commercial Area A	Commercial Area B	Commercial Area C	Commercial Area D	Commercial Area E	Mixed-Use	Multifamily	Town- houses	North Channel Plaza	Waterfront Promenade	Seaview Circle
PERMITTED USES		•									
Arts, Entertainment, and Cultural Uses			,								
Agents, managers for artists and other pub-											
lic entertainers (independent artists, writers			X	X		X(LW)					
and performers)											
Civic and social organizations			Х	Х							
Grant-making foundations			Х	Х							
Health and fitness clubs	Х	Х				Х					
Indoor recreational facilities	Х	Х	Х			X					
Labor unions and similar labor organiza-			V	V							
tions			X	X							
Public art						Х			Х	Х	
Public meeting spaces									Х	Х	
Public parks									Х	Х	Х
Recreational facilities										Х	
Food Service and Restaurants											
Brew pubs/wine bars	Х	Х	Х			Х					
Full-service restaurants, including those	X	Х	Х			Х					
which serve alcoholic beverages	^	^	^			^					
Outdoor dining facilities, such as cocktail						V			V		
lounges and outdoor cafés	X	X				X			Х	X	
Restaurants, including those with takeout											
services, but excluding those with drive-	X	X	X	X	X	X					
through services											
Snack and nonalcoholic beverage bars	X	X	X	X	X	Χ			X	X	

LW: As part of live/work unit



APPENDIX A (Continued)

Permitted and Accessory Uses

		С	ommercial Area	as			Residential			Public Access Areas		
	Commercial Area A	Commercial Area B	Commercial Area C	Commercial Area D	Commercial Area E	Mixed-Use	Multifamily	Town- houses	North Channel Plaza	Waterfront Promenade	Seaview Circle	
PERMITTED USES												
Professional Organizations	,		,	,								
Administration and general management consulting services			x	x		X(LW)						
Advertising services and other related services			Х	Х		X(LW)						
Architectural services			Х	Х		X(LW)						
Customer computer programming services, design services, facilities management services and other related services			х	х		X(LW)						
Engineering services			Х	Х		X(LW)						
Landscape architectural services			Х	Х		X(LW)						
Municipal facilities			Х	Х		X(LW)						
Offices of lawyers			Х	Х		X(LW)						
Offices of certified public accountants and other related services			×	×		X(LW)						
Photography studios and videography services			Х	Х		X(LW)						
Professional planning services			Х	Х		X(LW)						
All other professional, scientific, and technical services			Х	Х		X(LW)						

LW: As part of live/work unit



APPENDIX A (Continued)

Permitted and Accessory Uses

		С	ommercial Are	as			Residential		Pu	Public Access Areas		
	Commercial Area A	Commercial Area B	Commercial Area C	Commercial Area D	Commercial Area E	Mixed-Use	Multifamily	Town- houses	North Channel Plaza	Waterfront Promenade	Seaview Circle	
PERMITTED USES		^								-		
Retail Trade												
Marine oriented sales and services	X	X	X	Х	X	Χ						
Bakeries and delicatessens	Х	Х	Х	Х	Х	X						
Gift stores	X	Х	Х	Х	X	X						
Informational kiosks									Х	Х		
Magazine/newsstands	Х	Х	Х	Х	Х	Х			Х	Х		
Markets, such as fish/seafood and fruit/vegatable	х	Х			х	Х			Х	х		
Outdoor sales/display	Х	Х	Х	Х		Х			Х	Х		
Retail stores, such as those selling arts/ crafts, antiques, bicycles, books, florists/ floral goods, jewelry, music, swimwear and similar uses	Х	х	х	х	х	Х						
Seasonal street vendors									Х	X		
Retail Services	•	,	•	•					·	,		
ATM services	Х	Х	Х	Х	Х	Х						
Banks			Х	Х								
Boat, kayak, and services offering water- front-type rentals and excursions	Х								Х	х		
Dry cleaning (when done off premise)		Х	Х	Х	Х	Х						
Water taxi services									Х	Х		
Other												
Boutique hotels		Х	X*									

LW: As part of live/work unit * In Option 3



APPENDIX A (Continued)

Permitted and Accessory Uses

	Commercial Areas					Residential			Public Access Areas		
	Commercial Area A	Commercial Area B	Commercial Area C	Commercial Area D	Commercial Area E	Mixed-Use	Multifamily	Town- houses	North Channel Plaza	Waterfront Promenade	Seaview Circle
ACCESSORY USES											
Home occupations						Χ	Х	X			
Home professional offices						X	X	X			
Parking	X	X	Х	Х	X	Χ	Х	Х	Х		Χ
Pools, tennis courts, exercise rooms, and recreation facilities for use of residents and guests		Х	х			Х	х	Х			
Public and private boat slips/docks for personal watercraft and as an accessory to residential and commercial uses	х					х	х	х	х	Х	
Uses normally accessory or incidental to the principle use	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Vehicular and taxi drop-off areas									X		

LW: As part of live/work unit



Endnotes

- 1. Block 558, Lot 15.14 is the result of the consolidation of former Lots 15.12, 16.12, 17.12, 18.12, and 19.12.
- 2. A live/work unit is defined as a housing development with shared work centers, units for professionals with live/work needs and storefronts for professionals and other small businesses.



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