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**Redevelopment Plan  
Whitesville School Site**



**Monmouth County, New Jersey**  
Adopted December 27, 2004

**Prepared By**



The original of this document has been signed and sealed  
in accordance with New Jersey Law

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## Introduction

The Whitesville School served as an elementary school for many years in Neptune. However, due to the construction of additional modern facilities elsewhere in the Township, the Neptune Board of Education sold the site to a private firm.

On November 22, 2004, the Neptune Township Committee adopted by Resolution # 04-566, which designated the Midtown and Bradley Park neighborhoods of Neptune Township as “an area in need of rehabilitation.” Lot 1 of Block 254, the subject parcel, and the right-of-way of Sayre Street abutting Block 254, are located within this area in need of rehabilitation. Figure 1 delineates the area in need in of rehabilitation and identifies the Whitesville School site.

## Area Description

Lot 1, Block 254 and the paper right-of-way of Sayre Street are located in the northern portion of Neptune Township (see Figure 2). The parcel is bounded on the north by Bangs Avenue, on the east by single family residences and the Canada Dry bottling plant, on the south by Stratford Avenue, and on the west by Neptune Boulevard. The surrounding land uses, with the exception of Canada Dry, are primarily residential. A multi-family residential facility, operated by the Neptune Housing Authority, is located south of the site, across Stratford Avenue. The lot is 3.85 acres in area. The property is currently vacant. As noted above, the parcel previously was the site of the Whitesville elementary school.

## Statutory Requirements

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

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- (1) Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
  - (2) Proposed land uses and building requirements in the project area.
  - (3) Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe, and sanitary dwelling units, affordable to displaced residents, will be available to them in the existing local housing market.
  - (4) An identification of any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan.
  - (5) Any significant relationship of the redevelopment plan to: (a) the master plans of contiguous municipalities; (b) the master plan of the county in which the municipality is located; and (c) the State Development and Redevelopment Plan adopted pursuant to the “State Planning Act,” P.L. 1985, c.398 (C.52:18A-196 et al.).

## **Relationship to Definite Local Objectives**

The Neptune Township Planning Board has adopted a number of planning documents during the past seven years, which relate to the subject area. Among these documents are the following:

- 1998 Master Plan Reexamination Report;
- 2000 Comprehensive Master Plan and 2002 amendments;
- Midtown Neighborhood Master Plan;
- 2003 Master Plan Reexamination Report; and,
- Strategic Revitalization Plan (2004).

All of these documents recommended that Neptune Township undertake redevelopment or revitalization activities in the Midtown neighborhood, as well as other neighborhoods

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in the municipality. In addition, the Planning Board undertook a redevelopment study of the Midtown, Bradley Park and Shark River waterfront neighborhoods in early 2004. A draft of the 2004 redevelopment investigation was submitted to the Planning Board; however, the Board took no action.

Provisions of the above referenced documents, which relate to the subject tract and the revitalization efforts of Neptune Township, are provided below:

1. Township of Neptune Master Plan Re-examination Report (September, 1998) – Section 5.0 (Recommendation Concerning Incorporation of Redevelopment Plans):

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

2. Midtown Neighborhood Master Plan (Adopted by the Neptune Township Planning Board, May 22, 2002; Adopted by the Neptune Township Board of Education: 11/28/01):

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

3. The 2003 Master Plan Reexamination Report also addressed redevelopment issues in the Township. Section 5 of the Report dated September 17, 2003 contains the following narrative:

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*“As part of a comprehensive effort to improve the physical environment and the quality of life in Neptune, the Township has identified sections of the city as candidates for redevelopment.*

*Currently the Township is considering Redevelopment in the following areas:*

*Shark River Waterfront*

*Route 33 Corridor (including the Ridge Avenue School)*

*Route 35 Corridor (including the Whitesville School)*

*West Lake Avenue (coordinated with Asbury Park)*

*In addition, a rehabilitation Plan to support the Redevelopment Plans and the School Renaissance Zone Plan is being developed.” (Emphasis added.)*

4. The Neptune Strategic Revitalization Plan, adopted by the Neptune Township Planning Board on October 13, 2004, addressed the future of the subject tract as follows:

*Whitesville School. The vacated Whitesville School located on Neptune Boulevard between West Bangs Avenue and Stratford Avenue has been sold by the Board of Education. The new owner will redevelop the property. The parcel is currently zoned as R-3. The school site is bounded by a Canada Dry bottling plant and Neptune Boulevard, a collector road. In addition, the property is opposite an older multi-family housing development. Based on the need to redevelop the site, nature of the surrounding land use, and the nearby vicinity, the site is recommended for redevelopment for professional office space.*

The Land Use Element of the Neptune Township Master Plan contains a number of objectives to guide land use development in the Township. Specific objectives of the Land Use Plan Element, as listed in the 2003 Master Plan Reexamination report, that

relate to and are effectuated by the Whitesville School Site Redevelopment Plan include the following:

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- Promote a balanced variety of residential, commercial, industrial, recreational, public and conservation land uses.
  - Promote aesthetic and site improvements in the Township's major commercial and industrial areas.
  - Guide the redevelopment and development of the remaining large parcels and scattered vacant sites within neighborhoods to ensure proposed uses support existing uses without adverse impacts in terms of land use compatibility, traffic, and economic and aesthetic impacts.
  - Maintain a balance between residential and nonresidential uses to ensure a stable and sound community tax base and provide local employment opportunities.

Therefore, this plan is consistent with the basic goals and objectives included in the Township's Master Plan.

#### **RELATIONSHIP TO NEPTUNE TOWNSHIP'S EXISTING ZONING ORDINANCE**

The Township's Zoning Ordinance currently identifies the Whitesville School site as being within the R-3 Residential Zone District. The Whitesville School Site Redevelopment Plan proposes that the tract be developed in accordance with the Township's adjoining B-1 Town Commercial Zone District, except that only offices shall be permitted.

Where the Redevelopment Plan proposes land uses or building requirements that are different than those for the R-3 Zone District in which the property is located, the standards and requirements in the Redevelopment Plan shall take precedence and supersede the requirements of the Township's Land Development Ordinance. Pursuant to the requirements of Section 7 of the LRHL (N.J.S.A. 40A:12A-7c), the Township's Zoning Map is hereby amended to identify the parcels included in the Redevelopment

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Plan for the Whitesville School Site Redevelopment Plan on the Township's Zone District Map.

## **Proposed Land Uses and Building Requirements**

The proposed land uses for the Whitesville School Site Redevelopment Area include the development of professional or medical office development in accordance with the Township's B-1 Zone District requirements. Only office uses shall be permitted.

The proposed building requirements (i.e. bulk and yard standards) for the properties in the Whitesville School Site Redevelopment Plan shall correspond to those of the Township's B-1 Town Commercial zone district. Development shall comply with all supplementary zoning regulations of the Neptune Township Land Development Ordinance with the exception of the loading requirements. Loading areas appropriate to office development shall be provided. Parking shall be provided in accordance with the Township's existing standards for office uses.

In addition, based on the size of the tract and the site frontage on three streets, a total of three (3) Type B freestandings may be permitted. Compliance is required for all other requirements of Section 416 (Signs).

It is the intention of Neptune Township to reconstruct the existing "half-court" basketball facility at this property or provide an equivalent recreation facility off-site. The redeveloper at this tract will be required to reconstruct a "half-court" basketball facility or provide a monetary contribution to the Township of Neptune for such a facility on property owned by the Township of Neptune and/or the Neptune Housing Authority across Stratford Avenue from the site.

## Relocation

The Whitesville school site has been designated in need of rehabilitation and no properties are proposed to be acquired as part of this redevelopment plan. In addition, all the former school buildings have been demolished.

## Property to Be Acquired

The area is located within a rehabilitation area and no property is identified in this Plan for possible acquisition.

## Master Plan Relationships

### **NEPTUNE TOWNSHIP MASTER PLAN**

Pursuant to the LRHL, “all provisions of the redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan.” (N.J.S.A. 40A:12A-7d) As described in the prior sections, the Redevelopment Plan is substantially consistent with the Township’s Master Plan and Land Use Plan Element of the Master Plan and is designed to effectuate the goals and objectives of the Master Plan and its Land Use Plan Element.

### **ADJACENT MUNICIPALITIES**

The subject tract is located approximately 0.4 miles (approximately 2,100 feet) from Ocean Township and 0.45 miles (approximately 2,400 feet) from Asbury Park. Therefore, the Redevelopment Area has no direct relationship or consistency issues with the land use or zoning in any adjoining municipality. The 2000 Master Plan found no land use planning conflicts or issues arising from the recommendations and land uses proposed in the Township’s Land Use Plan and those of the Ocean Township and Asbury Park. This Plan does not alter that finding.

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## **MONMOUTH COUNTY**

The Monmouth County Growth Management Guide, the county's master plan, provides goals and objectives and some limited geographic specificity in regard to future land uses. The Whitesville School Site is located within an area designated in the GMG Urban Center. An Urban center is defined in the GMG as a major concentration of mixed-use activities serving countywide needs. Urban center policies in the Monmouth County Growth management guide include encouragement of redevelopment and reuse activities to address community revitalization. The Whitesville Redevelopment Plan is consistent with the County's GMG in that it proposes redevelopment to increase the viability of the Urban Center.

### **STATE DEVELOPMENT AND REDEVELOPMENT PLAN**

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

- Provide for much of the state's future development;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign areas of sprawl; and
- Protect the character of existing stable communities.

The State Plan recommends that these goals be addressed by strategies to "... retain and expand employment opportunities..." The Whitesville School Site Redevelopment Plan proposes an employment center close to residential neighborhoods and in an area where

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

The Redevelopment Plan will advance the Township’s objectives for economic redevelopment, resulting in the revitalization of the Township in a fiscally responsible manner. Therefore, the Whitesville School Site Redevelopment Plan is consistent with the goals and objectives of the 2001 SDRP.

## **Administrative and Procedural Requirements**

### **AMENDING THE REDEVELOPMENT PLAN**

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

### **REDEVELOPMENT POWERS**

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

## **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

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the Whitesville Redevelopment Plan and shall apply notwithstanding the provisions of any zoning or building ordinance or other regulations now or hereafter in force.

1. The redeveloper will be obligated to carry out the specified improvements in accordance with the Redevelopment Plan.
2. The redeveloper, its successors or assigns shall develop the property in accordance with the uses and building requirements specified in the Redevelopment Plan.
3. Until the required improvements are completed and a Certificate of Completion is issued, the redeveloper covenants provided for in the LRHL N.j.S.A. 40A:12A-9 and imposed in any redeveloper agreement, lease, deed or other instrument shall remain in full force and effect.
4. The redevelopment agreement(s) shall contain provisions to ensure the timely construction of the redevelopment project, the qualifications, financial capability and financial guarantees of the redeveloper(s) and any other provisions necessary to assure the successful completion of the project

## **Redevelopment Entity Review**

The Township Governing Body acting as the Redevelopment Entity shall review all proposed redevelopment projects within the redevelopment area to ensure that such project(s) is consistent with the Redevelopment Plan and relevant redeveloper agreement(s). Such review shall occur prior to the submission of the redevelopment project(s) to the Planning Board. As part of its review, the Redevelopment Entity may require the redeveloper to submit its proposed project to a technical review committee or subcommittee of the Redevelopment Entity. The technical review committee may include members of the Redevelopment Entity and any other members and/or

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professionals as determined necessary and appropriate by the Township. The technical review committee shall make its recommendations to the Redevelopment Entity.

## Planning Board Review Process

Pursuant to N.J.S.A. 40A12A-13, all development applications for development of sites governed by the Whitesville School Site 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 the area:

- No building permit shall be issued by the construction or zoning official for any work resulting in a change of intensity of development or change of use for any properties or buildings within the area of the Redevelopment Plan without prior review and approval of the work by the Planning Board.
- Regular maintenance and minor repair shall not require Planning Board review and approval.
- The Planning Board shall conduct site plan and subdivision review, if applicable, pursuant to N.J.S.A. 40:55d-1 et seq. and the Township's Land Development Ordinance.
- 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 Section 30-49 of the Land Development Ordinance. The performance guarantees shall be in favor of the Township of Neptune, and the Township Engineer shall determine the amount of any performance guarantees.

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- Any subdivision of lots or parcels of land within the Whitesville School Site Redevelopment Plan area shall be in compliance with the Redevelopment Plan and reviewed by the Planning Board pursuant to the LRHL and N.J.S.A. 40A:55D-1 et seq.
  - Once a property has been redeveloped in accordance with the Redevelopment Plan, it may not be converted to any use not expressly permitted in this Redevelopment Plan. No non-conforming use, building, or structure may be expanded or made more non-conforming in nature after adoption of this Redevelopment Plan. A use or structure not conforming to the requirements of this Redevelopment Plan may not be reconstructed in the event of its destruction. The Planning Board shall determine the issue of whether the non-conforming use or building structure has been “destroyed.”
  - The Planning Board shall not grant any deviations from the terms and requirements of this redevelopment plan, including the granting of any ‘d’ or ‘c’ variances. Any proposed changes to the redevelopment plan shall be in the form of an amendment to the plan adopted by the Governing Body in accordance with the procedures set forth in the LRHL.
  - The regulations and controls of this Redevelopment Plan shall be implemented, where applicable, by appropriate covenants, or other provisions and through agreements between the redeveloper and municipality pursuant to N.J.S.A. 40A:12A-8 and 40A:12A-9.
  - Any and all definitions contained within the Whitesville School Site Redevelopment Plan shall prevail. In the absence of a definition, the definition found within the Township’s Zoning Ordinance shall prevail. Any and all definitions inconsistent with N.J.S.A. 40A:12A-3 shall be invalid.

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

The above provisions are all subject to approval by ordinance and/or resolution according to law. If a Court of competent jurisdiction finds any word, phrase, clause, section, or provision of the Whitesville School Site 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.

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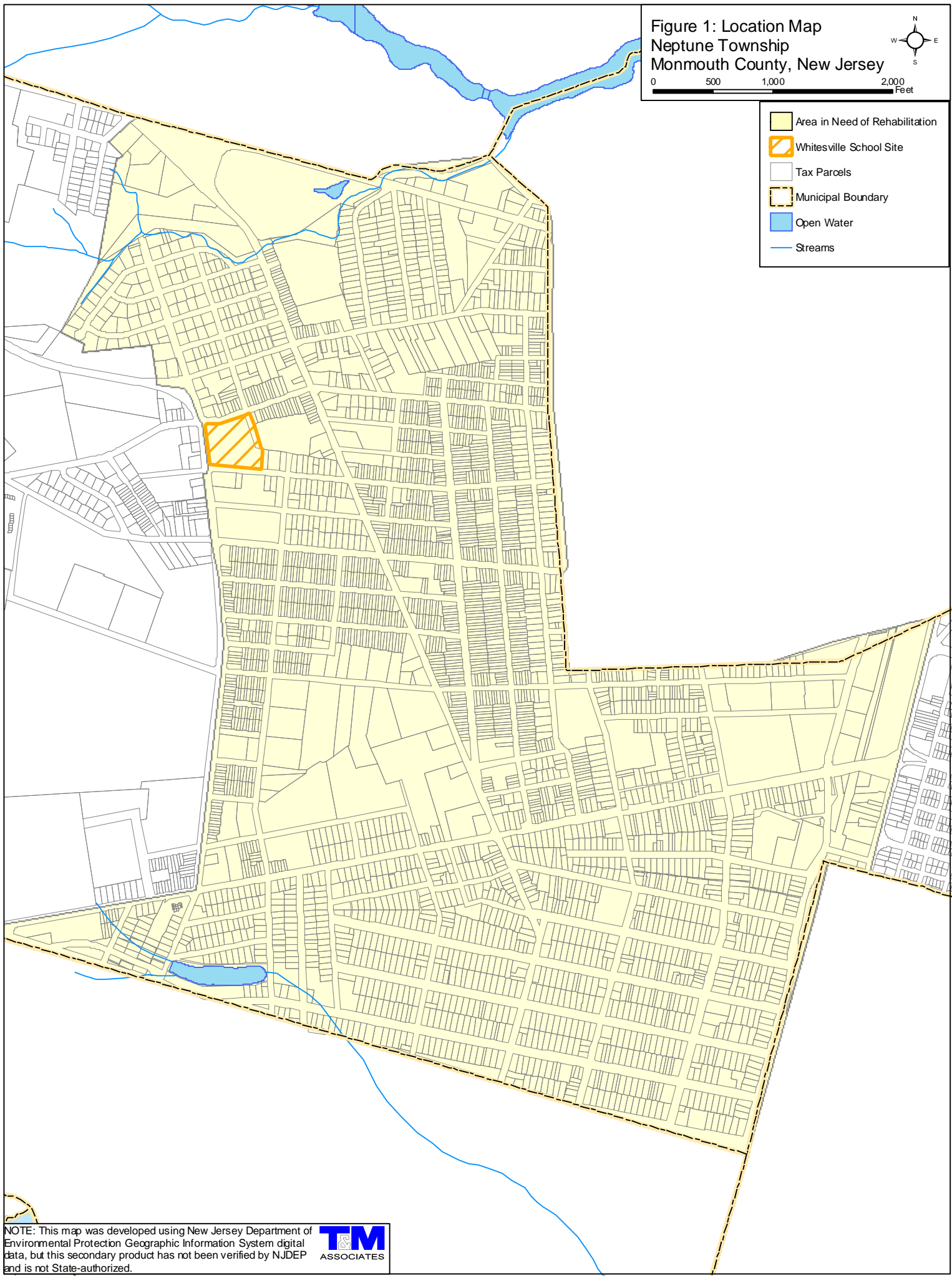
**APPENDIX A**  
**Redevelopment Area**  
**Location Map**

Figure 1: Location Map  
Neptune Township  
Monmouth County, New Jersey



0 500 1,000 2,000 Feet

- Area in Need of Rehabilitation
- Whitesville School Site
- Tax Parcels
- Municipal Boundary
- Open Water
- Streams



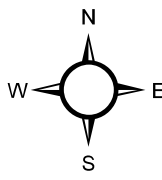
NOTE: This map was developed using New Jersey Department of Environmental Protection Geographic Information System digital data, but this secondary product has not been verified by NJDEP and is not State-authorized.





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**APPENDIX B**  
**Proposed Redevelopment Plan**

Figure 2: Proposed Redevelopment Plan  
Whitesville School Site  
Neptune Township  
Monmouth County, New Jersey



-  Whitesville School Site
-  Zoning





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