

# Applejacks

OFFERING MEMORANDUM

60-62 Carr Ave  
Keansburg, NJ 07734



**BROTHERS**  
COMMERCIAL BROKERAGE  
thesavvybroker.com

# Applejacks

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*Exclusively Marketed by:*

**Daniel Lynch**

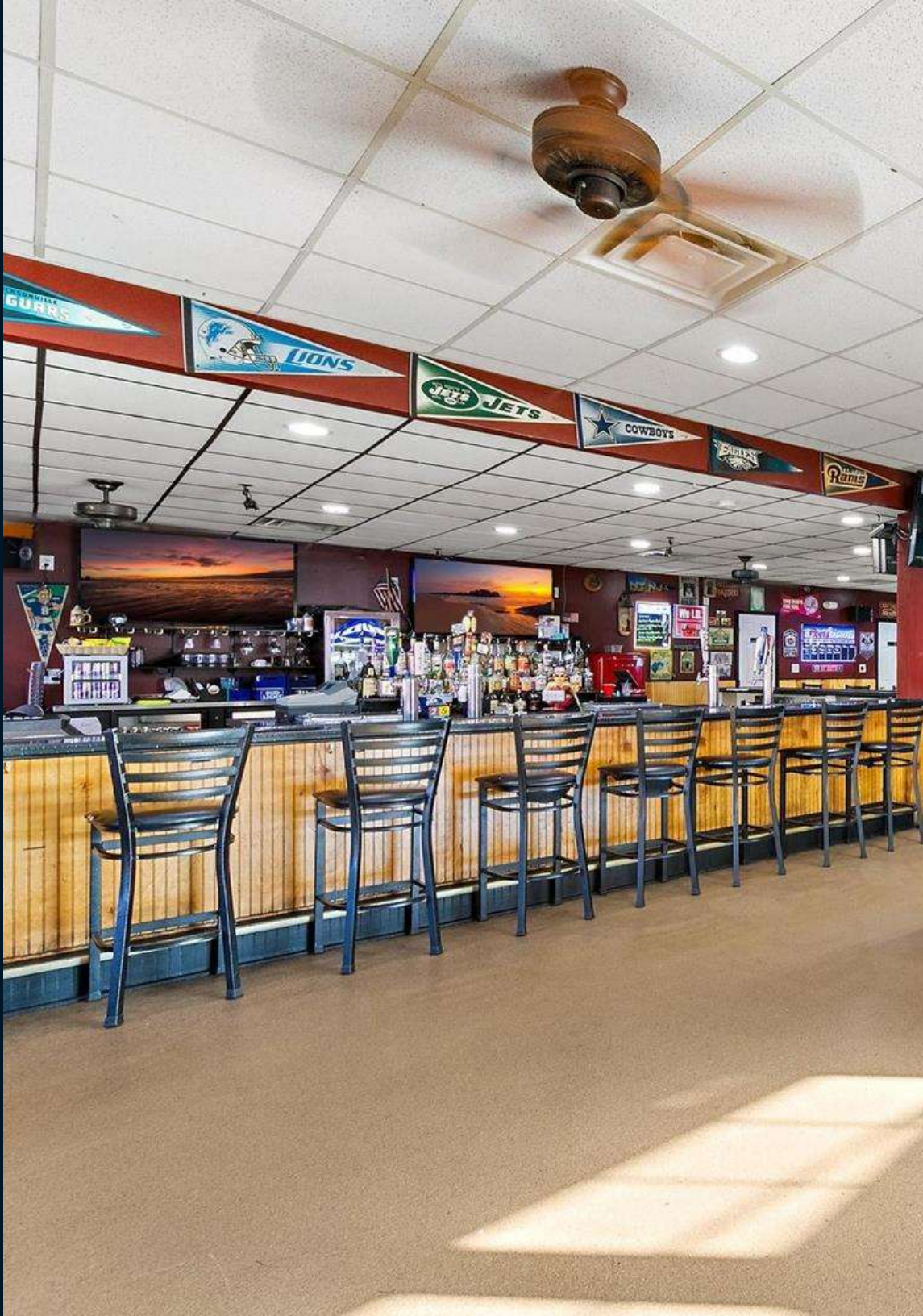
VP

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[www.thesavvybroker.com](http://www.thesavvybroker.com)



01

Executive Summary

Investment Summary

Location Summary

# APPLEJACKS

## OFFERING SUMMARY

ADDRESS	60-62 Carr Ave Keansburg NJ 07734
COUNTY	Monmouth
LOT/BLK 60 CARR	Lot 9 Block 14
LOT/BLK 62 CARR	Lot 1.02 Block 14
BUILDING SF	5,906 SF
REAL ESTATE TAXES-60 & 62	15,872
LAND SF	9,200 SF
YEAR BUILT	1925
YEAR RENOVATED	2005

## FINANCIAL SUMMARY

PRICE	\$2,300,000
PRICE PSF	\$389.43
OCCUPANCY	100.00 %
NOI (CURRENT)	\$126,637
CAP RATE (CURRENT)	5.51 %

## DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
2023 Population	10,127	48,167	94,961
2023 Median HH Income	\$70,468	\$100,613	\$105,592
2023 Average HH Income	\$85,209	\$133,655	\$142,629



## Redevelopment Area

- Carr Avenue is a redevelopment area on the Jersey Shore that is an up and coming area. The Baypoint redevelopment project along Carr Avenue is supposed to bring 700 luxury apartment units, 45,000 square feet of restaurant, entertainment and retail space, and 1,000 parking spaces to Carr and Beachway avenues. The project is being developed by Sackman Enterprises, which also developed much of Asbury Park's commercial district. The project is expected to be completed in 2024.

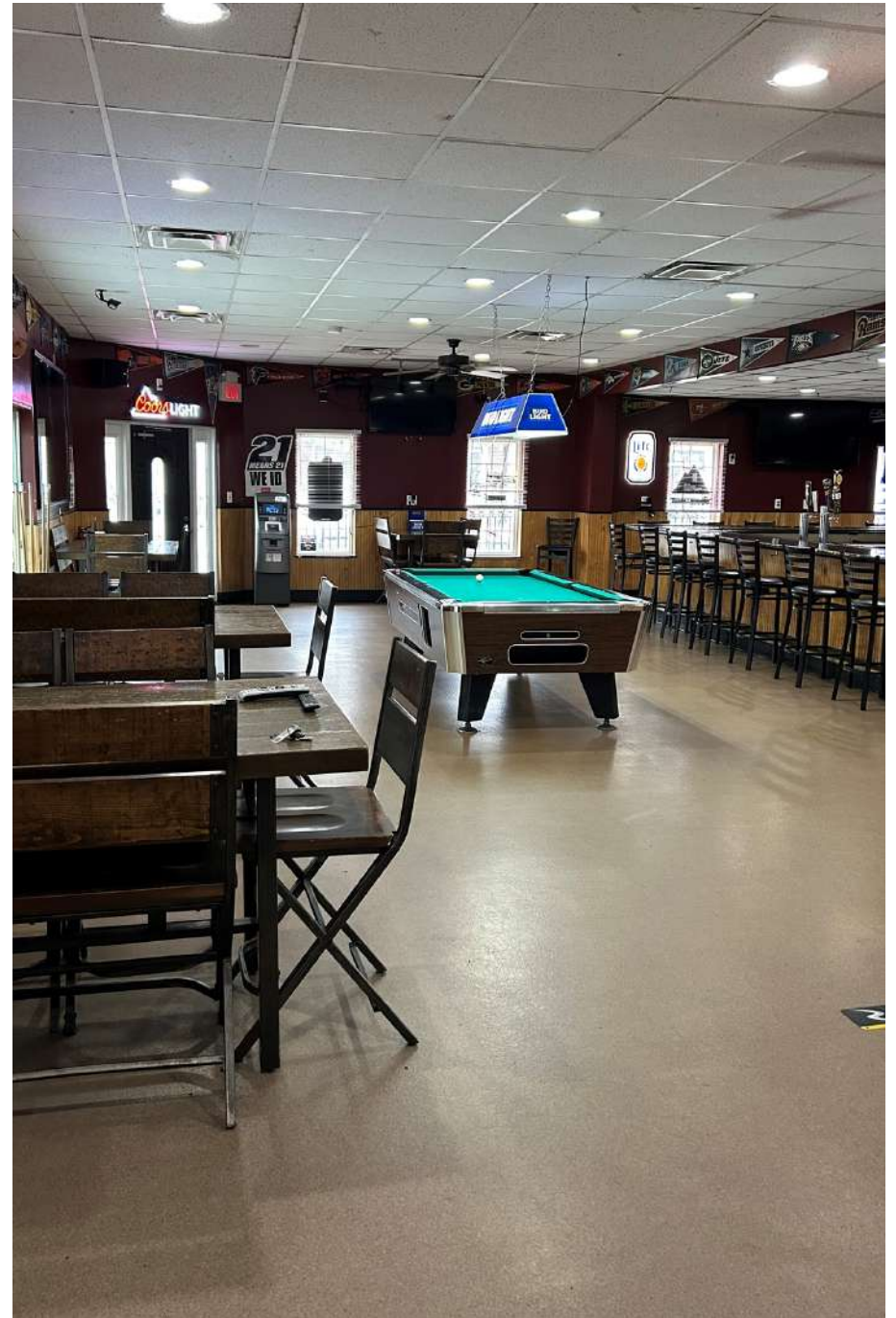
The Baypoint project is intended to enhance the connectivity between the waterfront and the heart of Keansburg's once thriving downtown. The redevelopment/new construction project will deliver world-class housing and retail options to both year-round residents and visitors alike

## Value Add Component

- The redevelopment project will bring more people and business into town. Purchasing this building and restaurant ahead of the curve shows substantial value over the years as the town continues to grow. The rents for the 4 apartments are substantially below market and could be raised to gain more income on the property and raise the cash flow \$1000-\$2000 per month.

## Additional Lot

- The additional lot, or 62 Carr Avenue is being utilized as an outdoor Tiki Bar and dining area. Multiple opportunities to build the bar out adding more square footage or possibly adding apartments. Redevelopment guidelines in the back of this report for reference. New 1-bedroom apartments 1 block away are in the \$2500-3000 range.



## Location Economic Opportunity

- Redevelopment zones are areas designated by local governments to encourage economic growth and development. There are several benefits to being in a redevelopment zone, including:

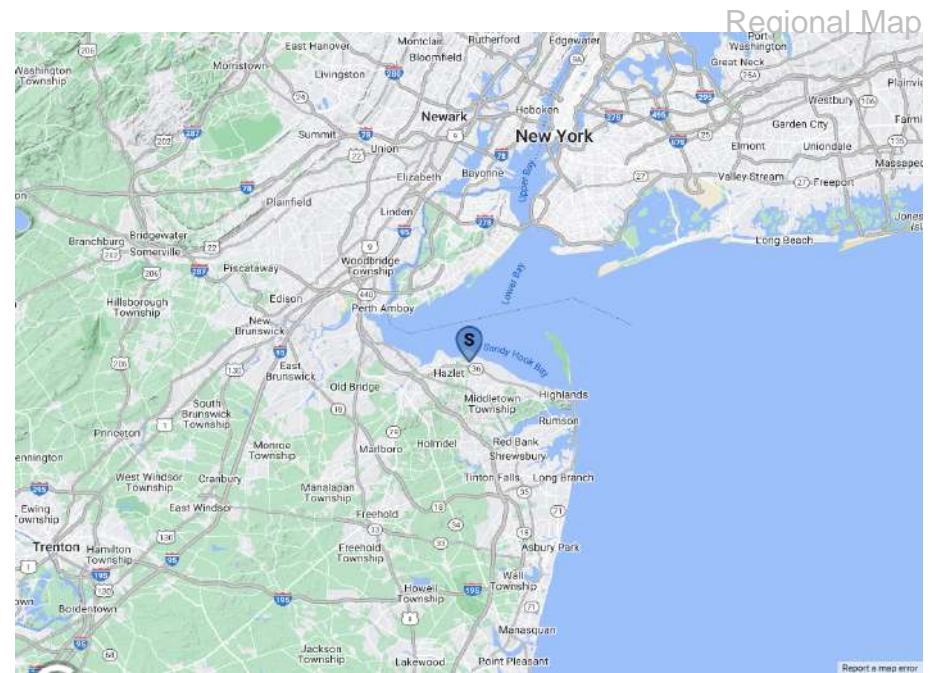
**Cost and Time Savings:** Redeveloping an existing site can have positive impacts on both the pocketbook and the calendar. While an old site may not look great on the surface, what lies beneath could be a goldmine of savings. With redevelopment projects, there is a good chance the site has good bones, meaning much of the existing infrastructure is still intact and reusable.

**Reduced Permitting Requirements:** By choosing an existing site with a similar use as the proposed development, it is more likely that zoning disputes can be avoided. Design and construction permitting can be similarly relaxed.

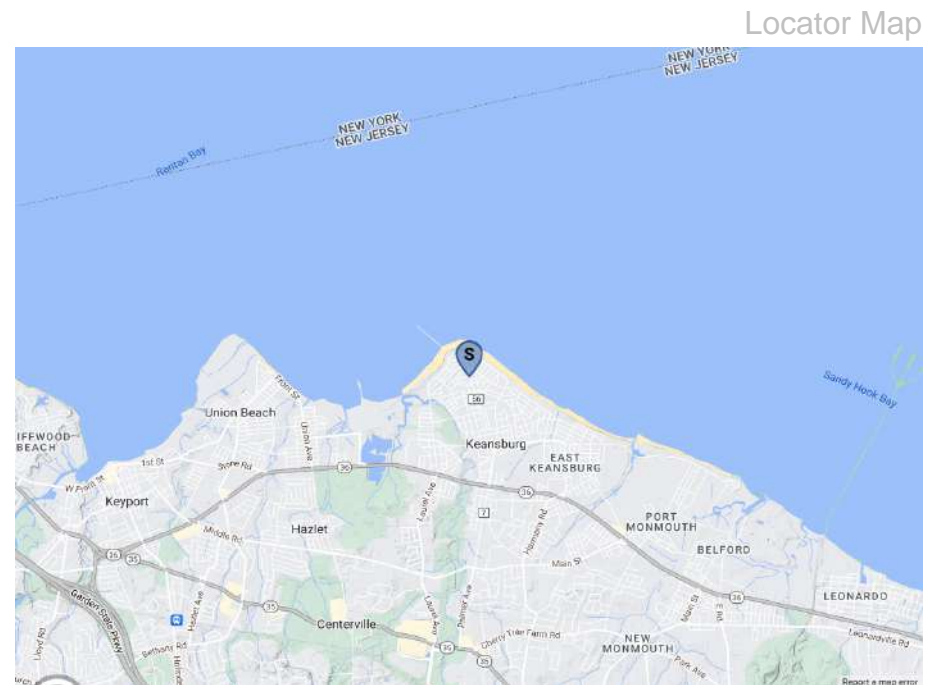
**Increased Property Value:** Redeveloping a property will raise the likelihood of increased value in the asset.

**Inspires Development:** Increased value may lead to an increase in business demand in that area or a higher likelihood of other developers investing in that area

**Environmental Benefits:** Redevelopment can help reduce urban sprawl by reusing existing infrastructure and land



Regional Map



Locator Map



02

## Property Description

- Property Features
- Aerial Map
- Property Images

# APPLEJACKS

## PROPERTY FEATURES

BUILDING SF	5,906
LAND SF	9,200
REAL ESTATE TAXES-60 & 62	15,872
YEAR BUILT	1925
YEAR RENOVATED	2005
# OF PARCELS	2
ZONING TYPE	C-0
NUMBER OF STORIES	2
NUMBER OF BUILDINGS	1
LOT DIMENSION	100x92
NUMBER OF PARKING SPACES	30 lot
NUMBER OF INGRESSES	2
NUMBER OF EGRESSES	2

## MECHANICAL

HVAC	forced hot air/ac
FIRE SPRINKLERS	yes
ELECTRICAL / POWER	jcp&l

## CONSTRUCTION

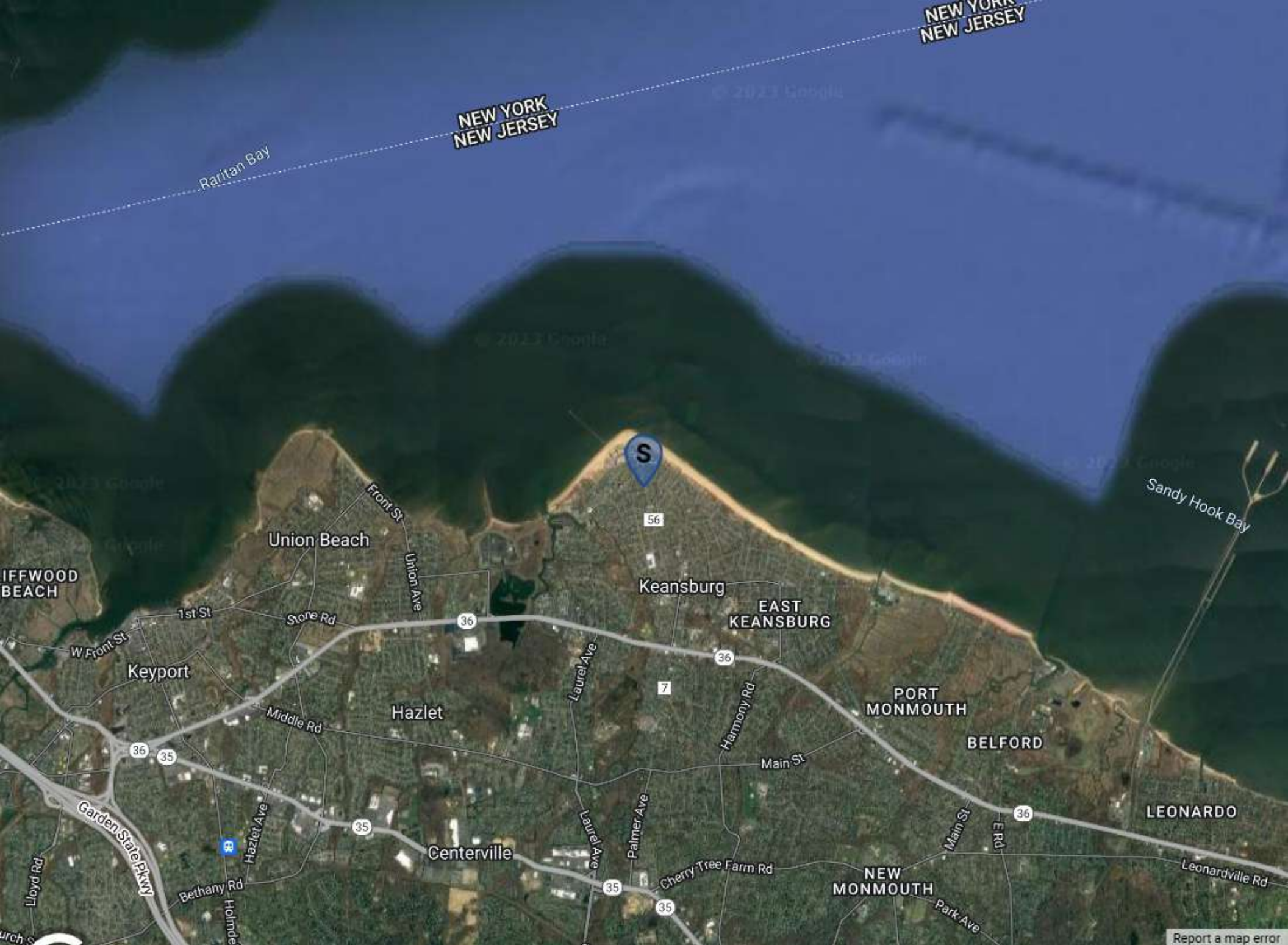
FOUNDATION	slab
FRAMING	wood
EXTERIOR	wood
PARKING SURFACE	asphalt
ROOF	pitched
FIRE PROTECTION	yes
ADA COMPLIANT	yes
ELEVATOR	no

## AMENITIES

ICE/VENDING MACHINES	yes
WIFI	yes
RESTAURANT	full







NEW YORK  
NEW JERSEY

NEW YORK  
NEW JERSEY

Raritan Bay

Sandy Hook Bay



IFFWOOD  
BEACH

Union Beach

Keansburg

EAST  
KEANSBURG

PORT  
MONMOUTH

BELFORD

LEONARDO

Centerville

NEW  
MONMOUTH

Report a map error



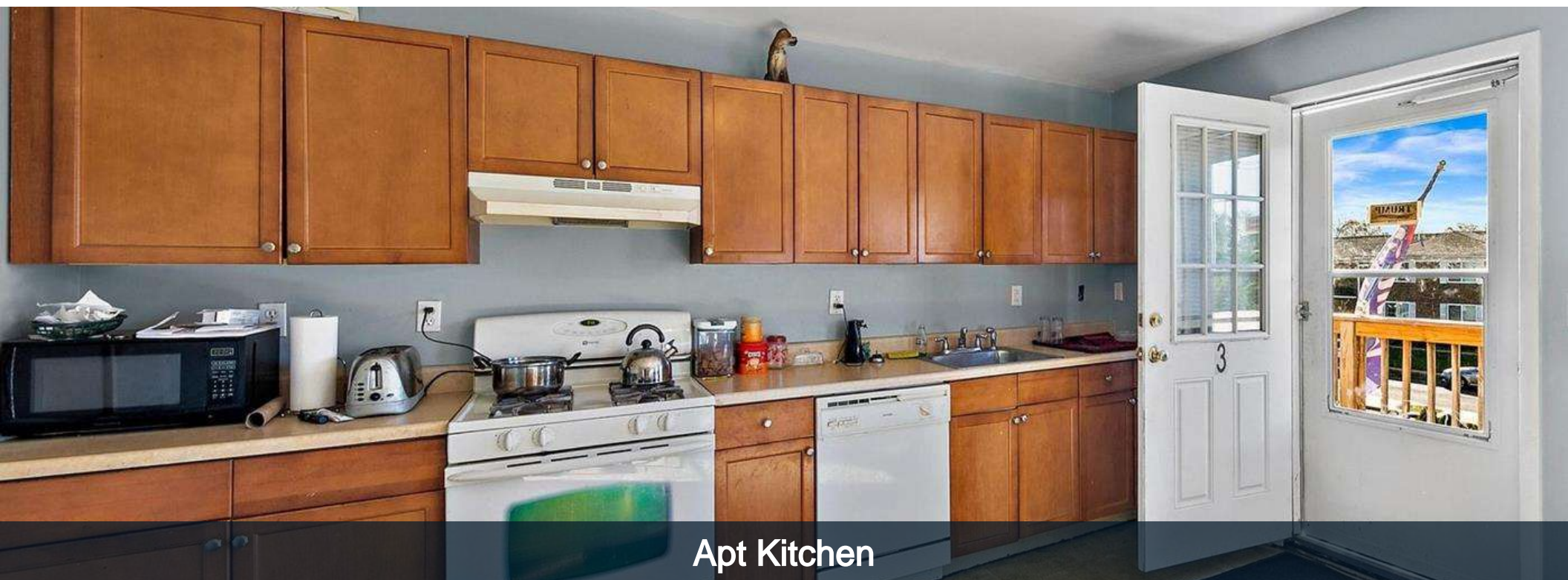
# Seashore Development



Apt Living Room



Apt Bathroom



Apt Kitchen



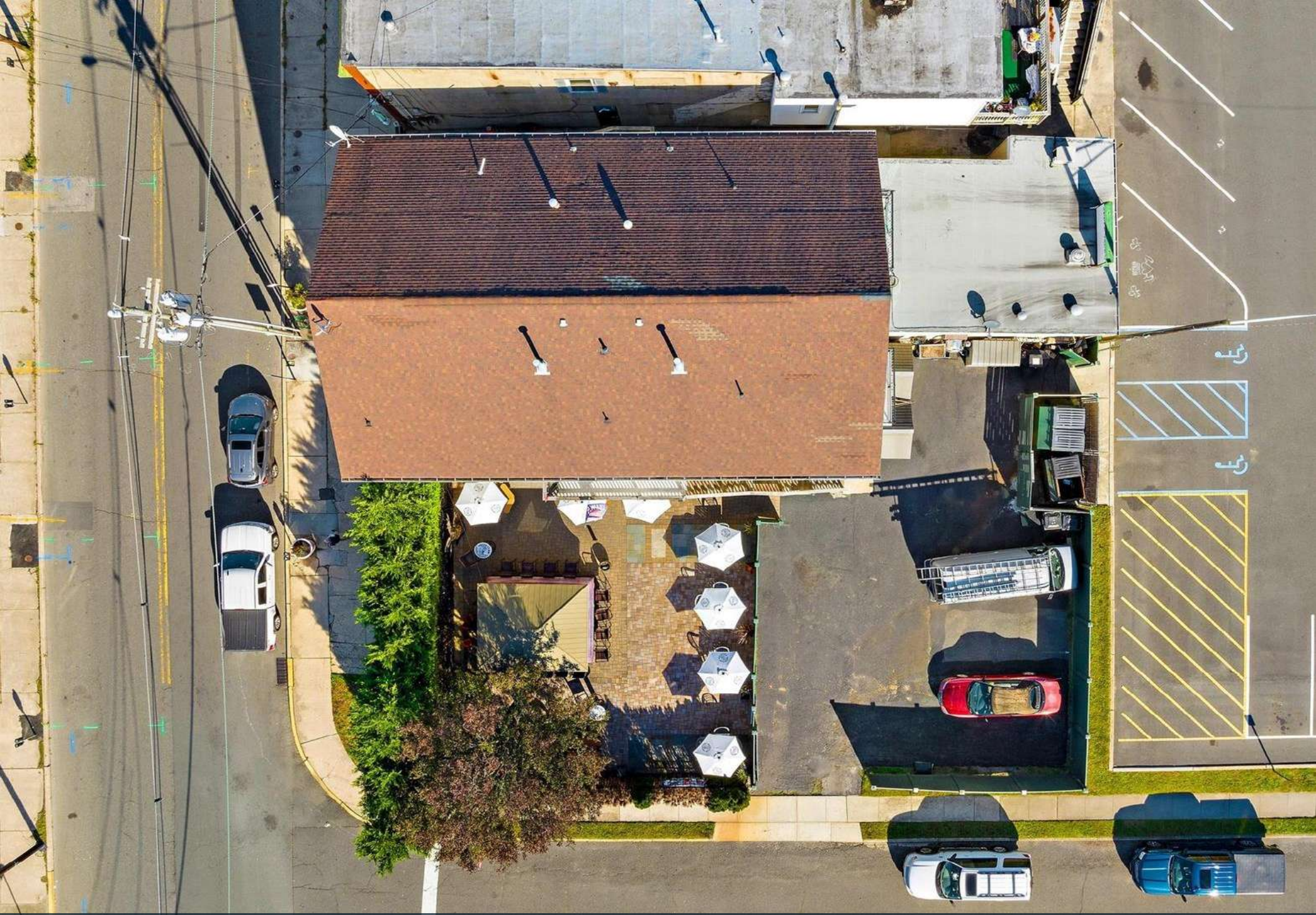
**Muni Parking 25 Dedicated Spots for Bldg**



**Staff-Apt Parking**



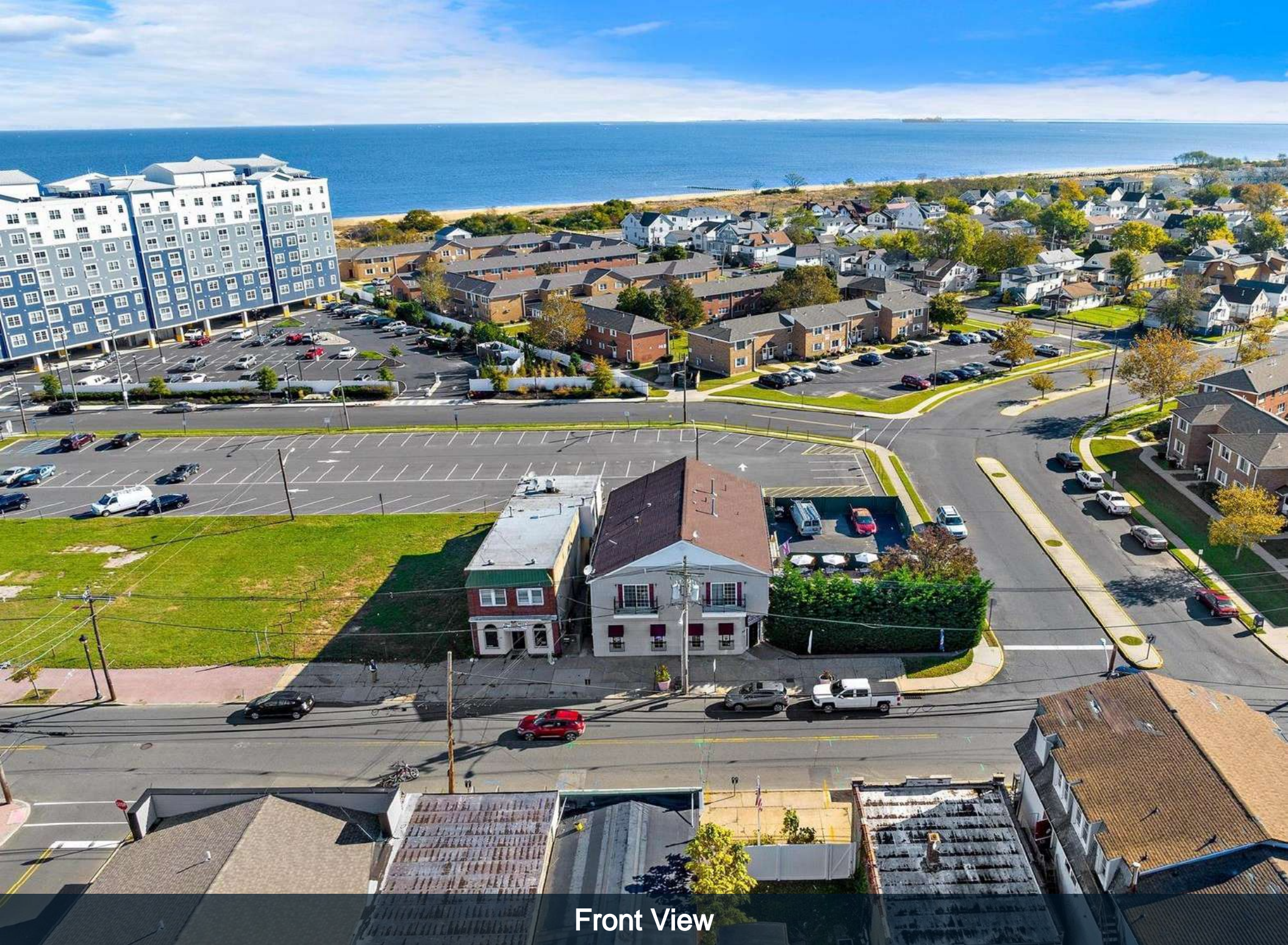
Kitchen Line



Top View



Top East View



Front View





Side View East



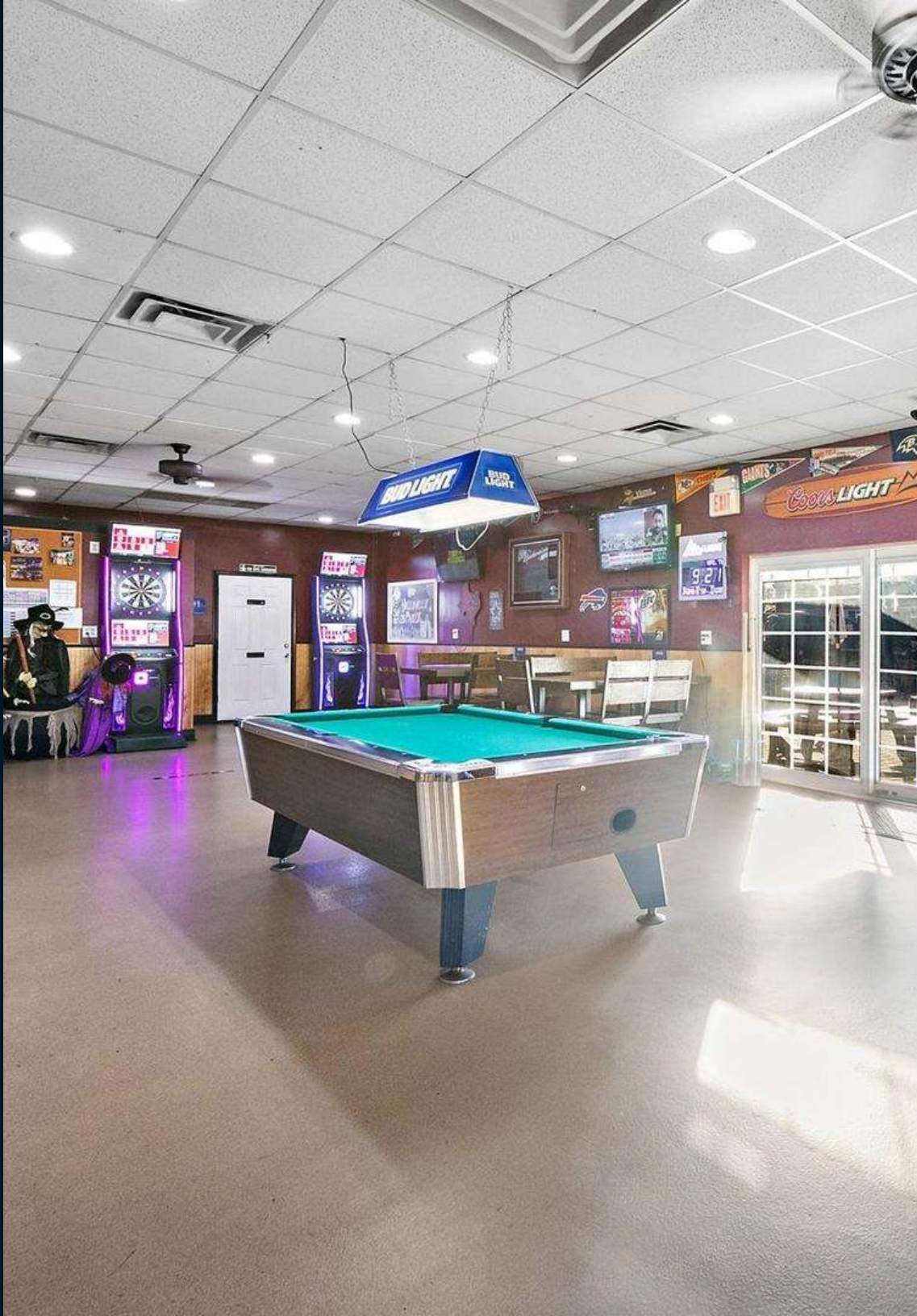
## Patio Seating



Patio Bar



## Bar



03

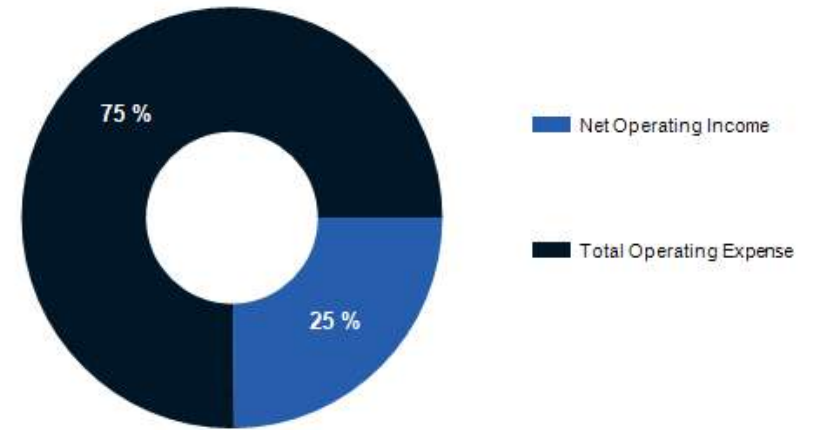
Financial Analysis

- Income & Expense Analysis
- Multi-Year Cash Flow Assumptions
- Cash Flow Analysis
- Financial Metrics

# APPLEJACKS

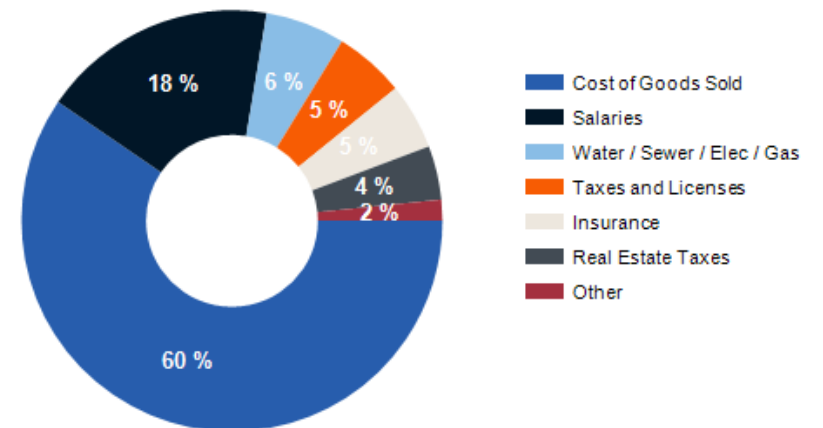
## REVENUE ALLOCATION CURRENT

INCOME	CURRENT
Apartment Income-4 Units	\$40,800
Restaurant Income	\$469,351
<b>Effective Gross Income</b>	<b>\$510,151</b>
Less Expenses	\$383,514
<b>Net Operating Income</b>	<b>\$126,637</b>



EXPENSES	CURRENT
Real Estate Taxes	\$15,872
Insurance	\$19,524
Cost of Goods Sold	\$228,358
Salaries	\$69,400
Repairs & Maintenance	\$4,680
Water / Sewer / Elec / Gas	\$23,445
Taxes and Licenses	\$20,760
Marketing	\$1,475
<b>Total Operating Expense</b>	<b>\$383,514</b>
Expense / SF	\$64.94
% of EGI	75.17 %

## DISTRIBUTION OF EXPENSES CURRENT



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## GLOBAL

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Price	\$2,300,000
Analysis Period	10 year(s)

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## INCOME - Growth Rates

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Restaurant Income	4.00 %
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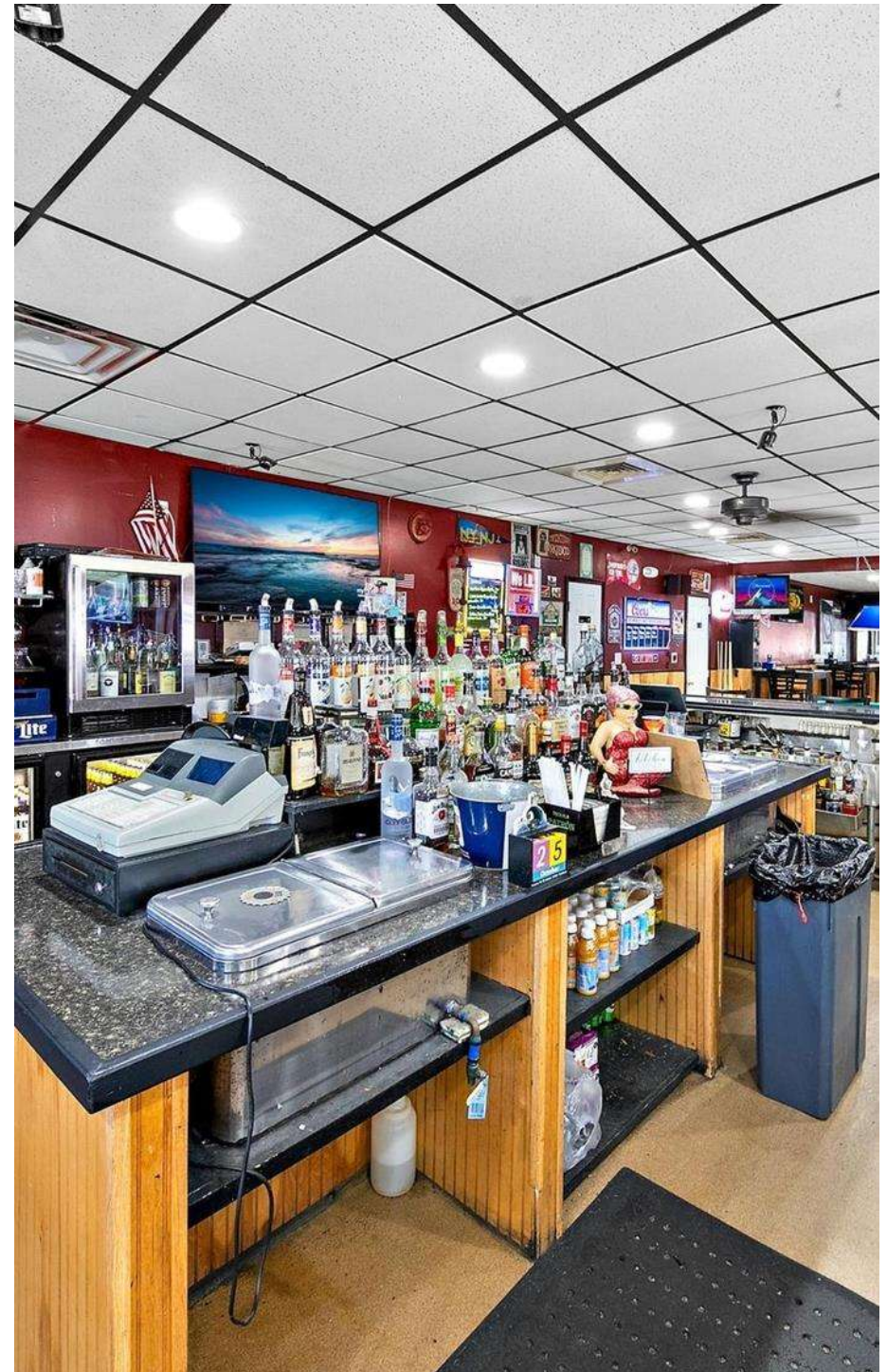
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## EXPENSES - Growth Rates

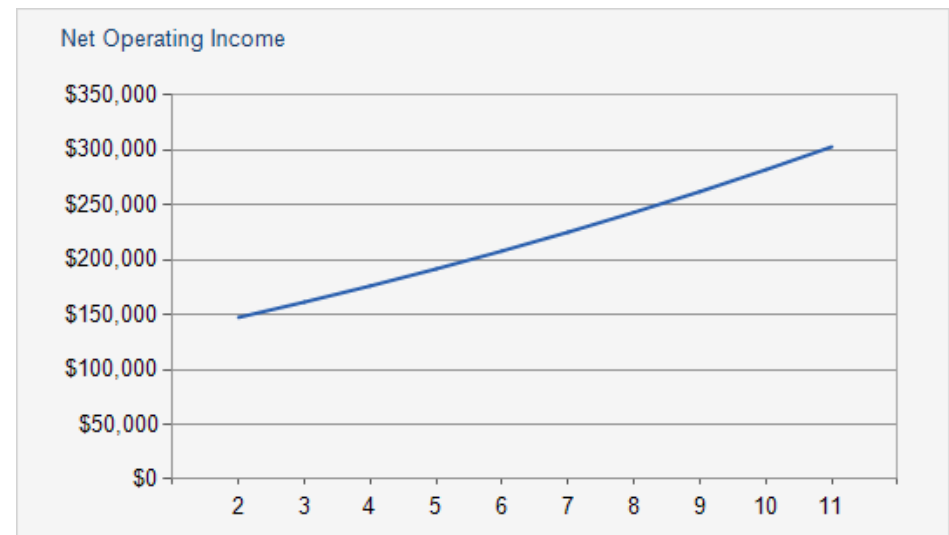
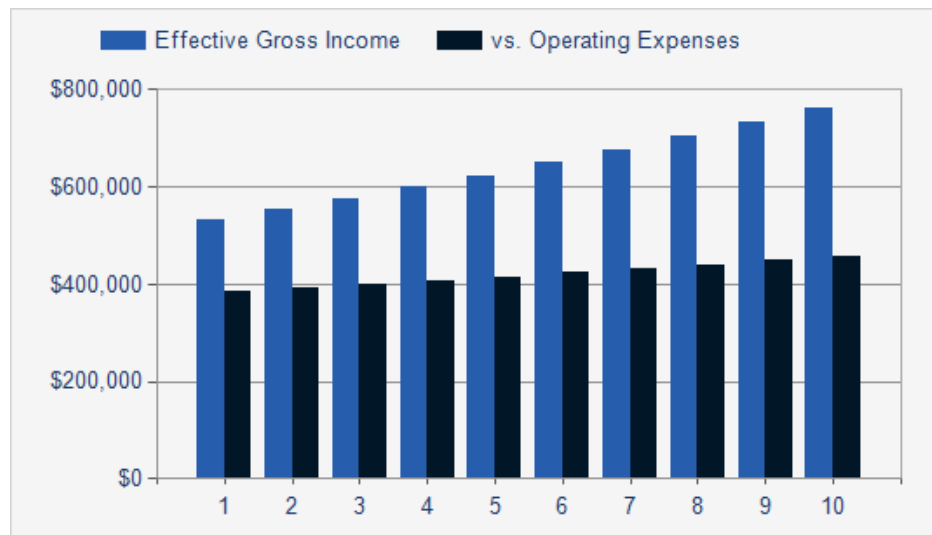
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Real Estate Taxes	2.00 %
Insurance	2.00 %
Cost of Goods Sold	2.00 %
Salaries	2.00 %
Repairs & Maintenance	2.00 %
Water / Sewer / Elec / Gas	2.00 %
Taxes and Licenses	2.00 %
Marketing	2.00 %

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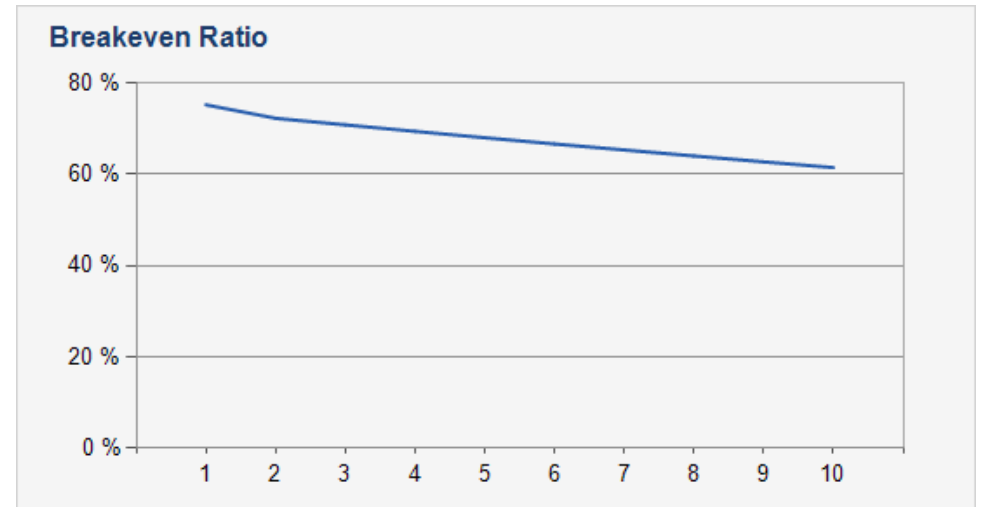
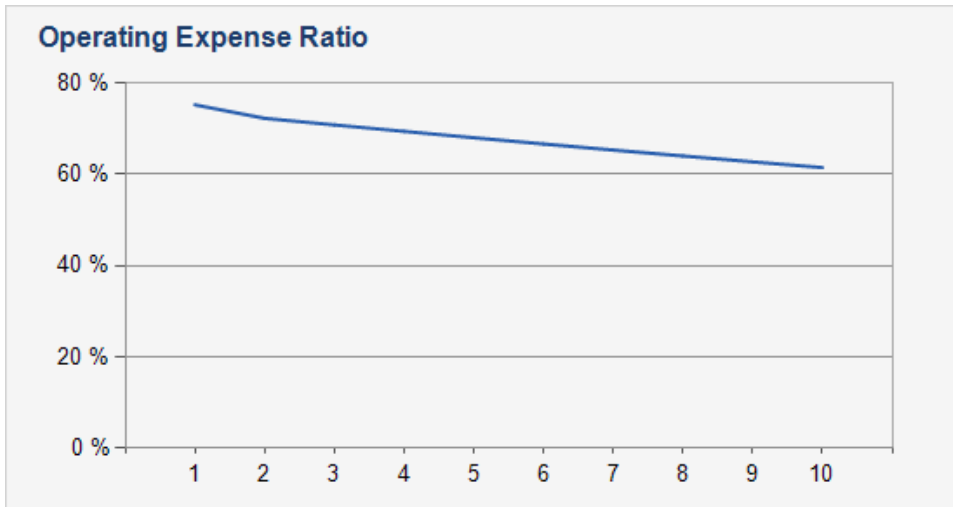
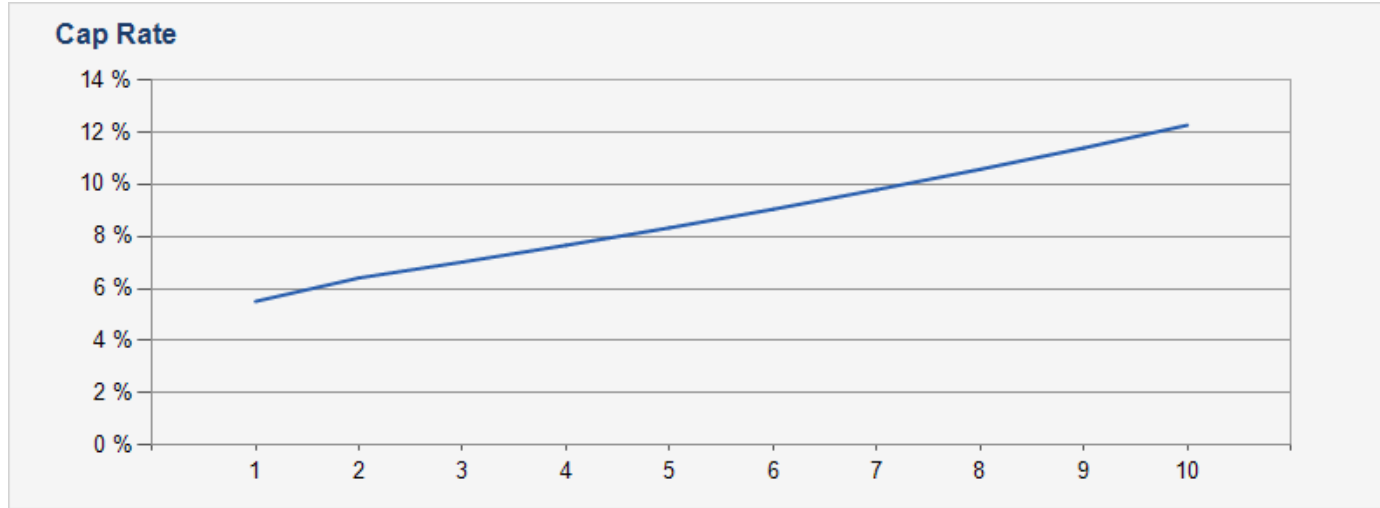


Calendar Year	CURRENT	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11
<b>Gross Potential Revenue</b>											
Apartment Income-4 Units	\$40,800	\$42,840	\$44,982	\$47,231	\$49,593	\$52,072	\$54,676	\$57,410	\$60,280	\$63,294	\$66,459
Restaurant Income	\$469,351	\$488,125	\$507,650	\$527,956	\$549,074	\$571,037	\$593,879	\$617,634	\$642,339	\$668,033	\$694,754
<b>Effective Gross Income</b>	<b>\$510,151</b>	<b>\$530,965</b>	<b>\$552,632</b>	<b>\$575,187</b>	<b>\$598,667</b>	<b>\$623,110</b>	<b>\$648,555</b>	<b>\$675,044</b>	<b>\$702,619</b>	<b>\$731,327</b>	<b>\$761,213</b>
<b>Operating Expenses</b>											
Real Estate Taxes	\$15,872	\$15,872	\$16,189	\$16,513	\$16,843	\$17,180	\$17,524	\$17,874	\$18,232	\$18,597	\$18,969
Insurance	\$19,524	\$19,524	\$19,914	\$20,313	\$20,719	\$21,133	\$21,556	\$21,987	\$22,427	\$22,875	\$23,333
Cost of Goods Sold	\$228,358	\$228,358	\$232,925	\$237,584	\$242,335	\$247,182	\$252,126	\$257,168	\$262,312	\$267,558	\$272,909
Salaries	\$69,400	\$69,400	\$70,788	\$72,204	\$73,648	\$75,121	\$76,623	\$78,156	\$79,719	\$81,313	\$82,939
Repairs & Maintenance	\$4,680	\$4,680	\$4,774	\$4,869	\$4,966	\$5,066	\$5,167	\$5,270	\$5,376	\$5,483	\$5,593
Water / Sewer / Elec / Gas	\$23,445	\$23,445	\$23,914	\$24,392	\$24,880	\$25,378	\$25,885	\$26,403	\$26,931	\$27,470	\$28,019
Taxes and Licenses	\$20,760	\$20,760	\$21,175	\$21,599	\$22,031	\$22,471	\$22,921	\$23,379	\$23,847	\$24,324	\$24,810
Marketing	\$1,475	\$1,475	\$1,505	\$1,535	\$1,565	\$1,597	\$1,629	\$1,661	\$1,694	\$1,728	\$1,763
<b>Total Operating Expense</b>	<b>\$383,514</b>	<b>\$383,514</b>	<b>\$391,184</b>	<b>\$399,008</b>	<b>\$406,988</b>	<b>\$415,128</b>	<b>\$423,430</b>	<b>\$431,899</b>	<b>\$440,537</b>	<b>\$449,348</b>	<b>\$458,335</b>
<b>Net Operating Income</b>	<b>\$126,637</b>	<b>\$147,451</b>	<b>\$161,448</b>	<b>\$176,179</b>	<b>\$191,679</b>	<b>\$207,982</b>	<b>\$225,124</b>	<b>\$243,145</b>	<b>\$262,082</b>	<b>\$281,979</b>	<b>\$302,878</b>





Calendar Year	CURRENT	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11
CAP Rate	5.51 %	6.41 %	7.02 %	7.66 %	8.33 %	9.04 %	9.79 %	10.57 %	11.39 %	12.26 %	13.17 %
Operating Expense Ratio	75.17 %	72.22 %	70.78 %	69.37 %	67.98 %	66.62 %	65.28 %	63.98 %	62.69 %	61.44 %	60.21 %
RRM	4.51	4.33	4.16	4.00	3.84	3.69	3.55	3.41	3.27	3.15	3.02
Breakeven Ratio	75.18 %	72.23 %	70.79 %	69.37 %	67.98 %	66.62 %	65.29 %	63.98 %	62.70 %	61.44 %	60.21 %
Price / SF	\$389.43	\$389.43	\$389.43	\$389.43	\$389.43	\$389.43	\$389.43	\$389.43	\$389.43	\$389.43	\$389.43
Income / SF	\$86.37	\$89.90	\$93.57	\$97.39	\$101.36	\$105.50	\$109.81	\$114.29	\$118.96	\$123.82	\$128.88
Expense / SF	\$64.93	\$64.93	\$66.23	\$67.55	\$68.91	\$70.28	\$71.69	\$73.12	\$74.59	\$76.08	\$77.60





04

## Demographics

Demographics

Demographic Charts

# APPLEJACKS

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	11,111	50,239	97,507
2010 Population	10,344	48,856	95,988
2023 Population	10,127	48,167	94,961
2028 Population	10,538	48,292	94,589
2023 African American	1,072	1,823	3,359
2023 American Indian	43	114	216
2023 Asian	283	2,046	5,163
2023 Hispanic	2,029	6,482	12,123
2023 Other Race	743	1,981	3,795
2023 White	6,863	37,920	74,198
2023 Multiracial	1,115	4,273	8,204
2023-2028: Population: Growth Rate	4.00 %	0.25 %	-0.40 %

2023 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	657	1,365	2,511
\$15,000-\$24,999	272	911	1,816
\$25,000-\$34,999	239	897	1,582
\$35,000-\$49,999	378	1,294	2,338
\$50,000-\$74,999	543	2,233	4,246
\$75,000-\$99,999	635	2,198	4,136
\$100,000-\$149,999	805	3,458	6,899
\$150,000-\$199,999	335	2,437	5,277
\$200,000 or greater	164	3,134	6,689
Median HH Income	\$70,468	\$100,613	\$105,592
Average HH Income	\$85,209	\$133,655	\$142,629

HOUSEHOLDS	1 MILE	3 MILE	5 MILE
2000 Total Housing	4,279	17,775	35,125
2010 Total Households	3,790	17,338	34,476
2023 Total Households	4,027	17,927	35,493
2028 Total Households	4,269	18,306	35,973
2023 Average Household Size	2.49	2.67	2.65
2000 Owner Occupied Housing	2,228	13,433	26,715
2000 Renter Occupied Housing	1,653	3,512	7,107
2023 Owner Occupied Housing	2,353	13,971	27,530
2023 Renter Occupied Housing	1,674	3,956	7,963
2023 Vacant Housing	506	1,100	1,953
2023 Total Housing	4,533	19,027	37,446
2028 Owner Occupied Housing	2,566	14,446	28,259
2028 Renter Occupied Housing	1,702	3,861	7,714
2028 Vacant Housing	492	1,026	1,877
2028 Total Housing	4,761	19,332	37,850
2023-2028: Households: Growth Rate	5.85 %	2.10 %	1.35 %



Source: esri

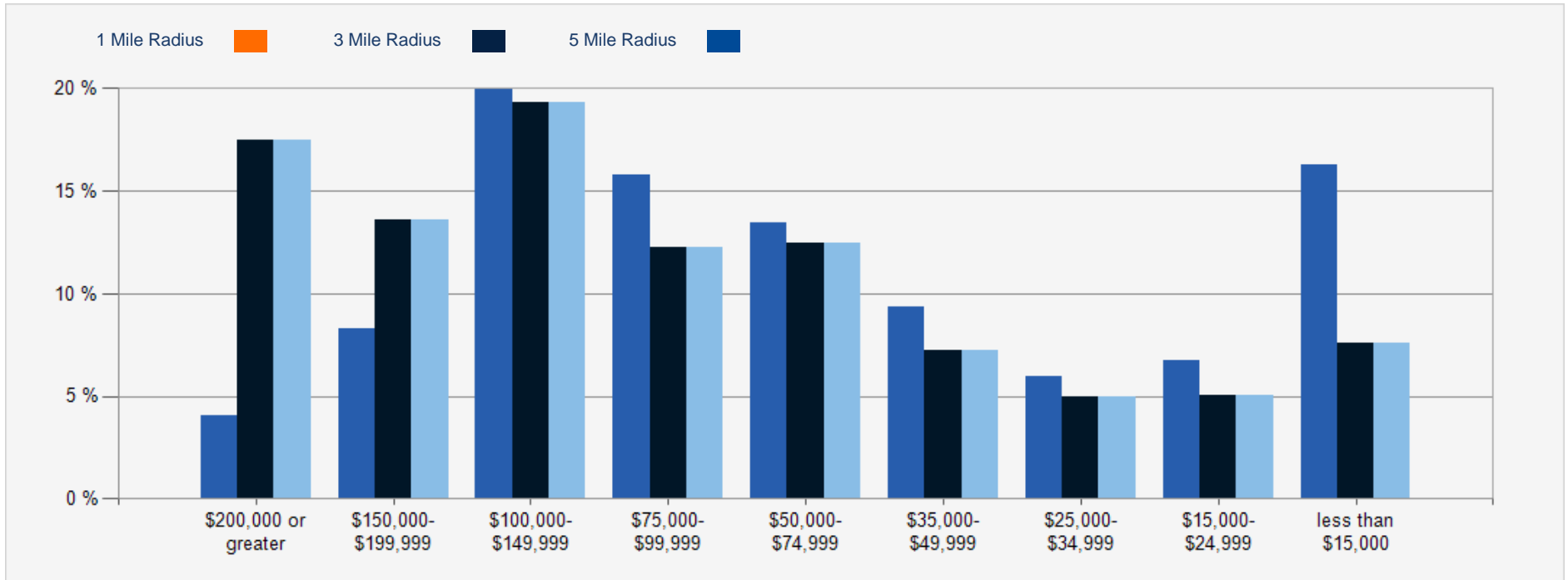
2023 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2023 Population Age 30-34	860	3,451	6,268
2023 Population Age 35-39	715	3,128	5,964
2023 Population Age 40-44	665	3,116	5,994
2023 Population Age 45-49	584	2,918	5,867
2023 Population Age 50-54	698	3,467	6,893
2023 Population Age 55-59	697	3,614	7,149
2023 Population Age 60-64	734	3,700	7,216
2023 Population Age 65-69	564	2,908	5,770
2023 Population Age 70-74	395	2,435	4,924
2023 Population Age 75-79	262	1,596	3,391
2023 Population Age 80-84	144	920	2,031
2023 Population Age 85+	137	833	1,934
2023 Population Age 18+	7,980	38,443	75,583
2023 Median Age	39	42	43

2023 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$78,068	\$105,908	\$110,011
Average Household Income 25-34	\$86,912	\$134,100	\$138,932
Median Household Income 35-44	\$80,810	\$123,492	\$129,798
Average Household Income 35-44	\$98,969	\$161,208	\$169,306
Median Household Income 45-54	\$86,277	\$127,215	\$142,019
Average Household Income 45-54	\$100,261	\$163,223	\$182,866
Median Household Income 55-64	\$66,241	\$108,769	\$120,235
Average Household Income 55-64	\$83,107	\$142,840	\$159,466
Median Household Income 65-74	\$50,959	\$73,499	\$77,981
Average Household Income 65-74	\$72,096	\$105,951	\$111,553
Average Household Income 75+	\$52,733	\$73,386	\$72,169

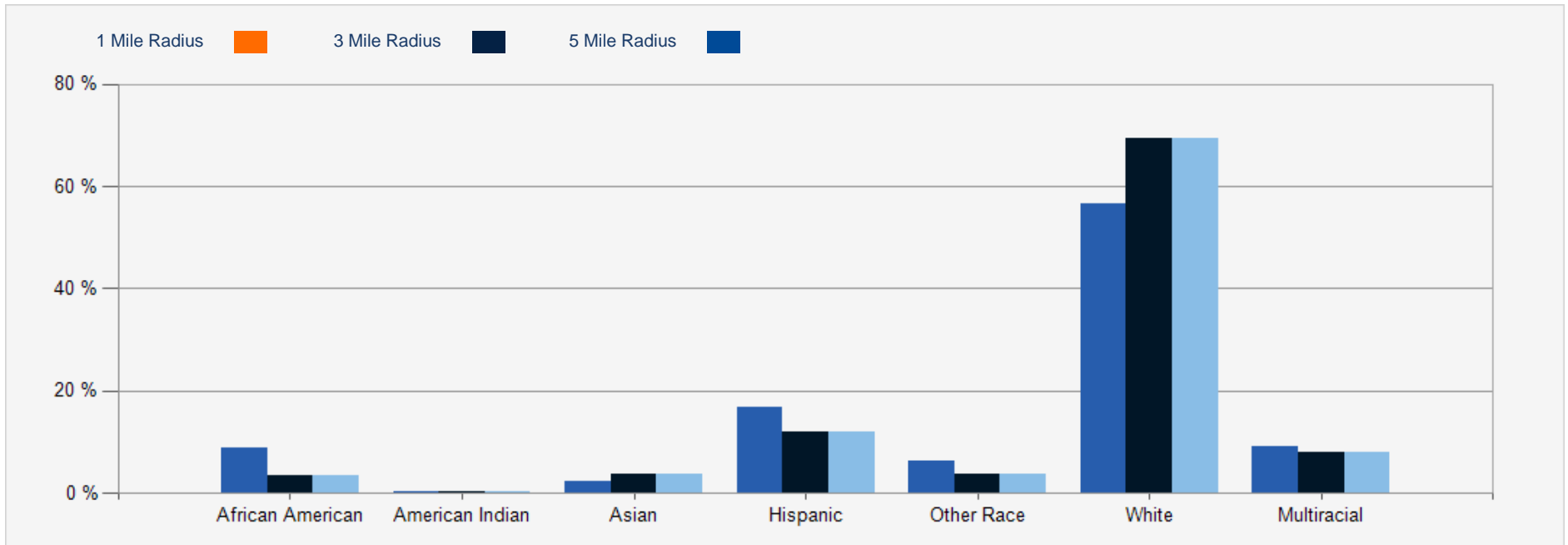
2028 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2028 Population Age 30-34	809	3,237	5,993
2028 Population Age 35-39	818	3,768	7,031
2028 Population Age 40-44	715	3,226	6,211
2028 Population Age 45-49	691	3,175	6,062
2028 Population Age 50-54	604	2,889	5,796
2028 Population Age 55-59	666	3,294	6,567
2028 Population Age 60-64	647	3,320	6,535
2028 Population Age 65-69	680	3,293	6,421
2028 Population Age 70-74	462	2,581	5,105
2028 Population Age 75-79	336	2,048	4,170
2028 Population Age 80-84	224	1,257	2,726
2028 Population Age 85+	154	988	2,267
2028 Population Age 18+	8,322	38,874	76,206
2028 Median Age	40	43	44

2028 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$82,094	\$112,868	\$119,368
Average Household Income 25-34	\$95,294	\$149,736	\$156,136
Median Household Income 35-44	\$87,976	\$137,191	\$146,160
Average Household Income 35-44	\$113,610	\$180,211	\$190,443
Median Household Income 45-54	\$92,835	\$137,642	\$152,307
Average Household Income 45-54	\$111,599	\$180,946	\$200,606
Median Household Income 55-64	\$77,504	\$124,010	\$139,373
Average Household Income 55-64	\$95,182	\$164,752	\$184,099
Median Household Income 65-74	\$61,509	\$84,582	\$89,840
Average Household Income 65-74	\$83,799	\$126,000	\$132,368
Average Household Income 75+	\$60,858	\$89,860	\$89,959

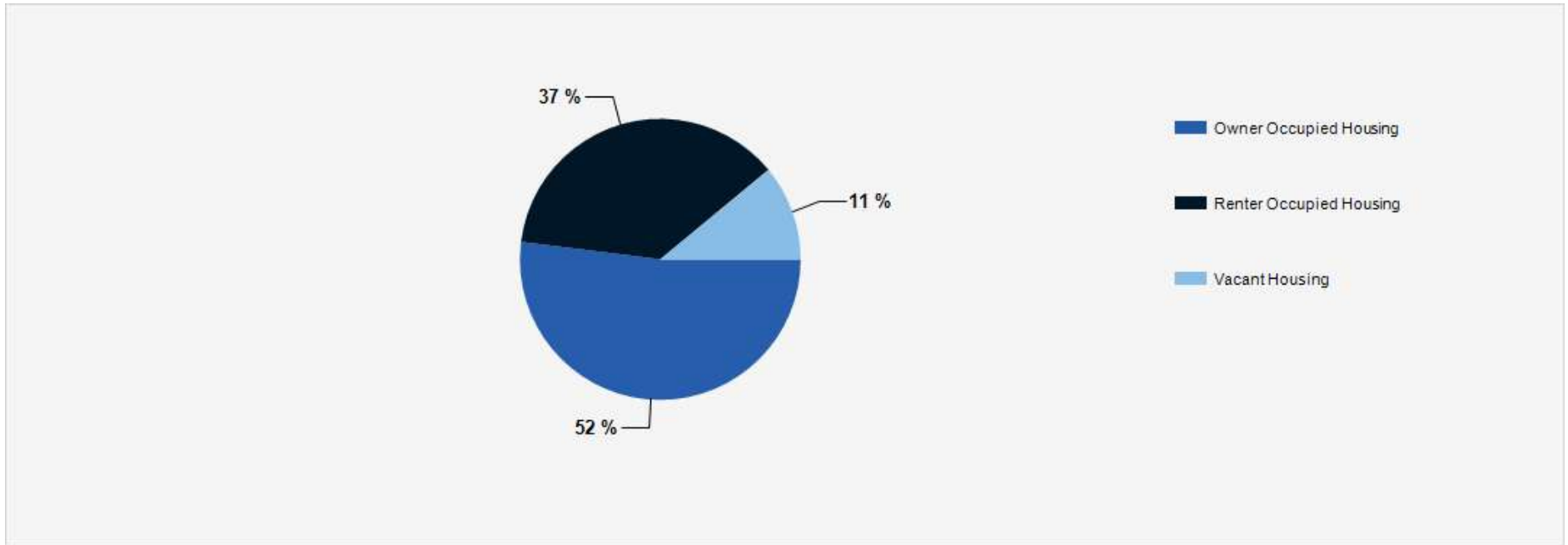
## 2023 Household Income



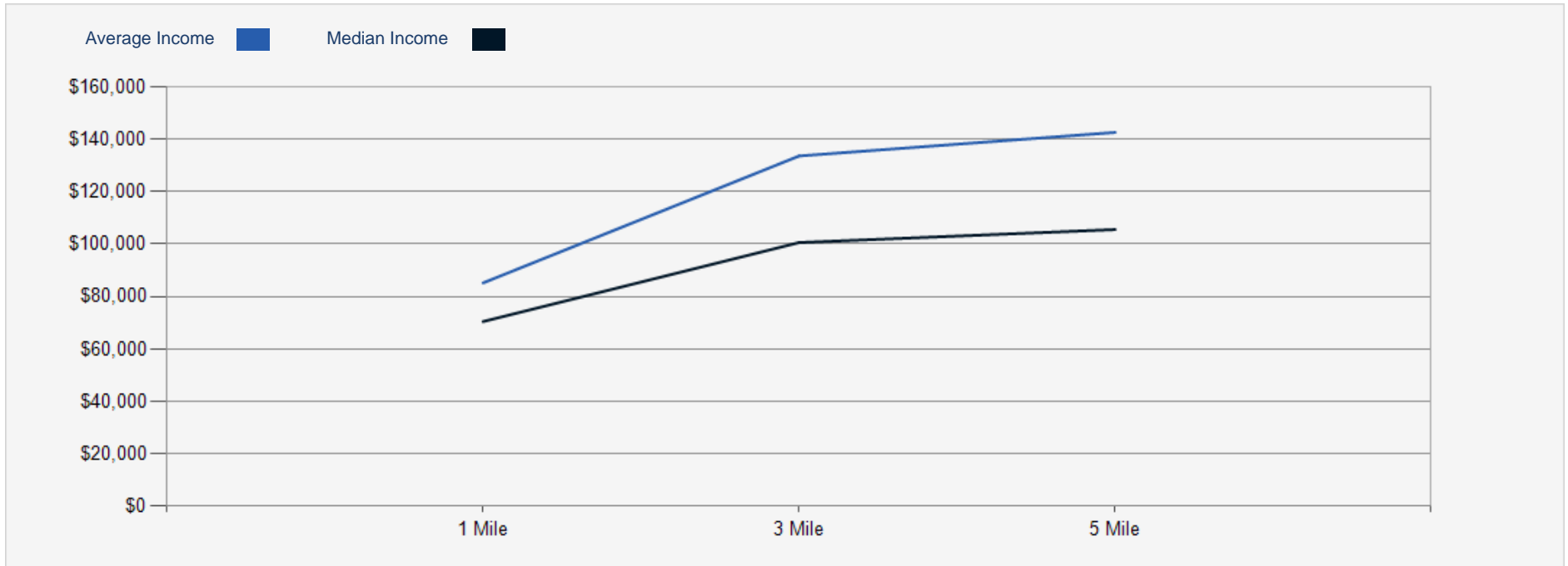
## 2023 Population by Race



## 2023 Household Occupancy - 1 Mile Radius



## 2023 Household Income Average and Median





05

Company Profile

Company Bio  
Advisor Profile

# APPLEJACKS



**BROTHERS**  
COMMERCIAL BROKERAGE  
[thesavvybroker.com](http://thesavvybroker.com)

We are a full-service commercial real estate firm that specializes in the sale and leasing of commercial real estate in New Jersey, with particular expertise in Red Bank and the Monmouth County market. Located in Red Bank for over 35 years, Brothers Commercial Brokerage also offers professional business evaluation, consulting services and market value analysis of commercial property





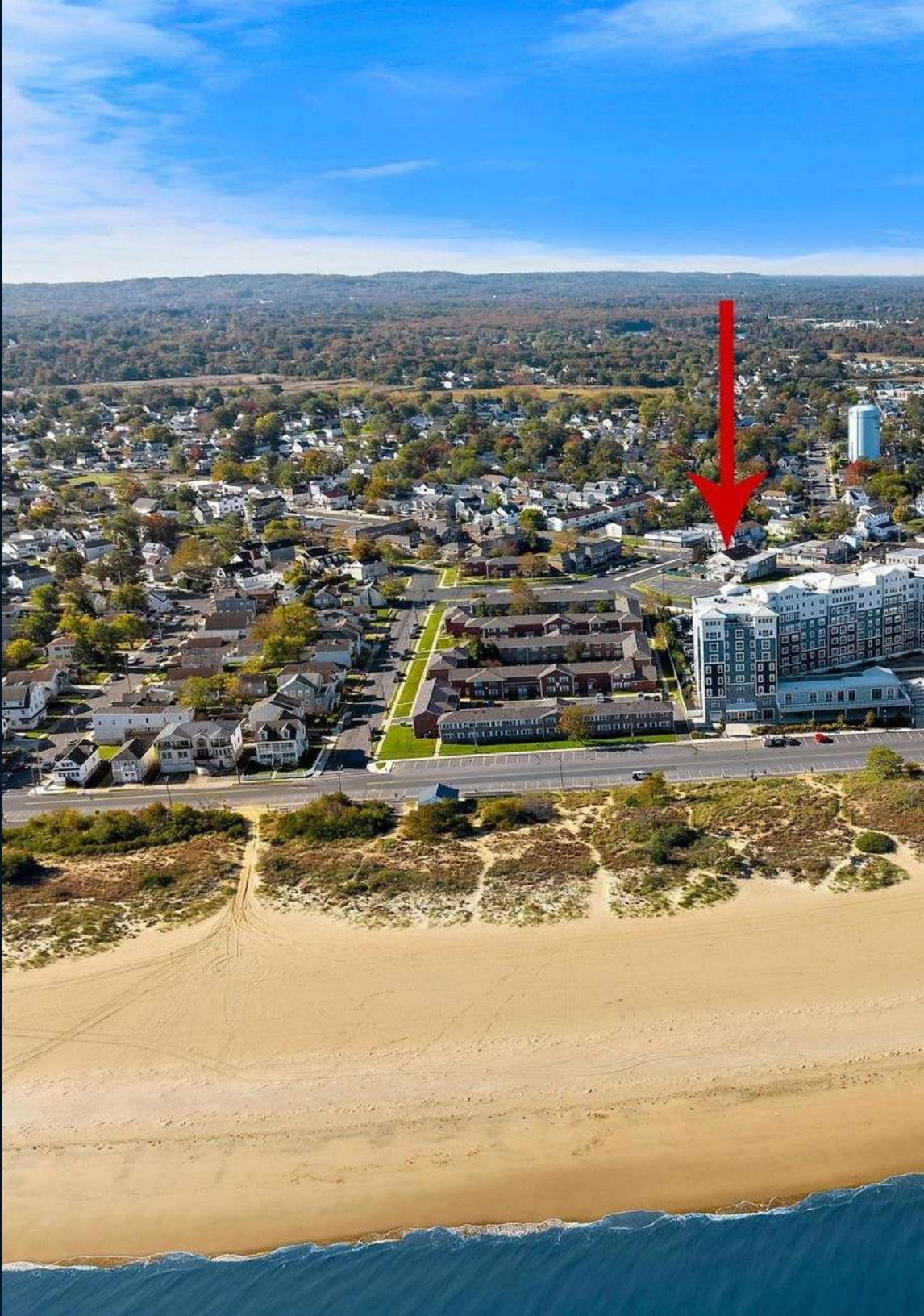
Daniel Lynch

VP

Daniel Lynch graduated from Rider University with dual degrees in computer science and finance. Mr. Lynch began his career in the financial markets on Wall Street in New York City and soon became a bond trader and Vice President at Morgan Stanley. Thereafter, Mr. Lynch was Vice President at Sanwa Bank and Vice President at Bank of America before he branched out on his own. His extensive Wall Street experience gives him a knowledgeable advantage in the global world of finance, banking, and real estate investment.

An entrepreneur and an independent thinker at heart, Mr. Lynch began his journey to become a successful restaurateur in the Tri-State Area. Leaving corporate finance, he started his own company and amassed a collection of very popular and successful restaurants and bars. Founding partner of Park South Hospitality, Mr. Lynch at one time, owned and operated over fifteen restaurants and bars in New York City and in his home state of New Jersey, Mr. Lynch conceptualized, designed, built, promoted, and financed every project from beginning to end. His singular perspective and experience from the inchoate stages to completion has helped Mr. Lynch gain a comprehensive understanding of the hospitality industry. In addition to Park South Hospitality, Mr. Lynch started a real estate company, Danlou Properties, LLC, which held properties for Park South Hospitality as well as participated in speculative investing.

With over 20 years of experience in the hospitality industry as well as the commercial real estate business, Mr. Lynch possesses the abilities to value businesses, structure transactions and acquire and finance real estate. He intends to employ all these skills to help his clients make informed decisions.



06

**Additional Information**

Keansburg Redevelopment  
Carr Ave Corridor Redevelopment Plan  
Survey

The redevelopment/new construction project will deliver world class housing and retail options to both year-round residents and visitors alike with a focus on enhancing the connectivity between the waterfront and the heart of Keansburg's once thriving downtown. The plan includes 700 luxury residential units, more than 45,000 SF of restaurant, entertainment, and retail space, and over 1,000 parking spaces.

Phase 1 will be 19 Carr, which is 50 residential units and 4,000 SF of commercial space. To accomplish these goals, the project will focus on new development with improved streetscapes along Carr and Beachway Avenues connected to a system of secondary interlinked open spaces, pedestrian pathways, trails, and recreation areas. The design will provide easy access to the Bayshore's natural beauty while developing a sense of community centered around Keansburg's historic downtown.

Nestled in Sandy Hook Bay in Monmouth County is the small shore borough of Keansburg. Visitors far and wide around Northern Jersey and New York put Keansburg on the map in the early 1900s as a summer resort town, and now, more than 100 years later, Keansburg is a community with more than 9,000 residents, according to the U.S. Census.

Keansburg is "a small community that is tight-knit and hard-working," said the Mayor of Keansburg George Hoff. "I like to call it the hidden gem of the Bayshore area."

Located just 30 minutes from Staten Island and one hour from Manhattan, Keansburg is a convenient spot for New York City commuters and an escape from city life for visitors, but you can't escape the city too much with views of the New York City skyline right off Keansburg's coast.

"Our greatest asset is our free beaches which span three miles with a million-dollar view of the New York City skyline," said Hoff. "Also, our proximity to New York City. You can live here and be in the city via bus or local ferry in an hour."

Like many shore communities in New Jersey, Keansburg suffered immense damage from Superstorm Sandy in



2012, but according to Hoff, the Army Corp of Engineers replenishment projects helped bring Keansburg beaches back to life. The borough now hosts several festivals and concerts right on the beach during the summer months and was recognized by the American Shore and Beach Preservation Association as one of the top five beaches for recreation.



Small businesses in the area also suffered mass destruction from Superstorm Sandy, and rebuilding has taken time.

“The amusement park went through a rebuild after some areas were destroyed during Superstorm Sandy,” said Hoff. “The area has basically stayed the same over the past 20 years, but with the new redevelopment project in the area, it will transform that surrounding area to the amusement park.”

To help with the success of commercial businesses, Keansburg started a business-friendly community project to encourage new businesses to open in town and help guide them.

“We have a business coordinator in Cliff Moore who works with potential new business owners to see if what they want to bring into town is the right fit,” said Hoff.



“This new process has helped bring several new businesses into town that are succeeding because of this process.”

On the residential side of real estate, you can find small bungalows and Cape-Cod-style homes throughout the borough. Many have recently been raised to help combat hurricane flooding. According to New Jersey Realtors® 2022 year-end housing market data, there were 129 closed sales in Keansburg with a median sales price of \$285,000. Homes tended to stay on the market longer than the rest of the state but still received an average of 100% of the listing price.



In the coming years, Keansburg anticipates large-scale redevelopment projects to continue town improvements. According to Hoff, a new multi-floor living and retail space is in the works and he is hopeful it will be finished in the next five years. Once complete, the town has other projects, such as Keansburg’s own ferry system to New York City and two new restaurants: Half-Moon, which just recently opened its doors and Pier 265, which will open by the summer season. Both restaurants will feature water and New York City skyline views.

“There are good things on the horizon for the Borough of Keansburg,” said Hoff.



The Cove on the Bay, a 186-unit rental complex in Keansburg, with only 10 vacancies remaining since leasing began last year. The building is seen from atop a dune that runs the length of the mile-long beach, intended to protect the borough from storm surges.



By labeling the neighborhood a “non-condemnation area in need of redevelopment,” Keansburg has officially signaled that it does not intend to invoke its power of eminent domain to condemn and acquire properties it wants to redevelop, particularly occupied homes and businesses.

Rather, officials said the borough will focus on vacant or abandoned properties, through voluntary purchase agreements between the property owner and the borough or designated developer, once a plan is drafted, development proposals are submitted and an official developer is designated for the area.

“It’s really a political decision that the municipality makes whether they want eminent domain or not, and the truth of the matter is, there’s a lot of towns that want to do redevelopment, but they don’t want to get involved in condemnation,” said Peter Wegener, a veteran property rights lawyer in Monmouth County. “There’s been some negative fallout from the use of eminent domain.”

The “non-condemnation area” label does have legal and practical significance, allowing owners to wait to contest a redevelopment plan until after their property has been singled out for condemnation, rather than having to act within a certain time frame after the entire area has been deemed in need of redevelopment, Wegener said.

**CARR AVENUE - MODEL VIEWS**



**KEANSBURG WATERFRONT  
REDEVELOPMENT**

**SACKMAN** **BARTONPARTNERS**  
NEW JERSEY urban design + architecture + interiors

**CARR AVENUE - BLOCK 11**



**KEANSBURG WATERFRONT  
REDEVELOPMENT**

**SACKMAN** **BARTONPARTNERS**  
NEW JERSEY urban design + architecture + interiors



“Keansburg really wants this, so when you have a great marriage between the developer and the town, that helps. We want to bring businesses back to Carr Avenue. We know in the beginning it’s going to be harder commercially, but we really think this can become the face of the town.”

Morgan Sackman said the retail space will feature a strong food and beverage component, including two liquor licenses. A brewpub or brewery/café seems likely.

“It’s not just about Keansburg; this is for the entire Bayshore area,” said Cliff Moore, Keansburg’s economic community development coordinator. “Keansburg is really the last place where you can do any type of development. There are still more opportunities here.”

Moore said plans for a ferry that accesses New York City are being discussed.

“That’s not part of this (Baypoint),” he said. “That’s still in the works.”

Speaking of the old arcades, theaters and bowling alleys that once lined Carr Avenue, Hoff urged longtime Keansburg residents to trade their nostalgia for reality.

“For over 20 years, this section of Keansburg sat dormant,” he said. “It was once bustling with arcades and establishments, but fell into disrepair and became an eyesore.”

“This is going to become the entertainment capital of the Bayshore,” Moore said. “When you go back to the 1920s and '30s, everyone came here. This is where you came. We’re taking that past and reinventing it for the future.”



A \$65 million, multi-story, mixed used retail and residential project is currently under construction in Keansburg . Located on the corner of Beachway and Raritan Avenues, Keansburg Mixed-Income comprises 66 one-bedroom units, 97 two-bedroom units and 23 three-bedroom units. Two of the three-bedroom units will be non-revenue units reserved for building superintendents.

The new residences will be affordable and market-rate. The developer is RPM Development LLC located in Montclair.

Each apartment will be equipped with stainless steel Energy Star-rated appliances, including a dishwasher; carpeting; and individually-controlled high-efficiency heating and cooling. Community amenities include on-site parking, laundry facilities, a community room and a second level open space plaza overlooking Raritan Bay. Green space will be available in a community court-yard.

Keansburg Mixed-Income’s waterfront location on Lower New York Bay is across from the Keansburg Amusement Park and two blocks from Runaway Rapids, a water park. During the summer season, visitors flock to these attractions and to a boardwalk that runs along the beach. Keansburg is close to local shopping outlets including supermarkets, restaurants and retail centers.

# Carr Avenue Corridor Redevelopment Plan

## Borough of Keansburg Monmouth County, New Jersey

Prepared:  
June 25, 2021

Prepared for:  
Borough of Keansburg Planning Board of Adjustment

Prepared by:



T&M Associates  
11 Tindall Road  
Middletown, NJ 07748



Stan C. Slachetka, PP, AICP  
NJ Professional Planner No.: 33LI00350800

Adopted by the Keansburg Borough Council on July 21, 2021.

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

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## ORDINANCE NO. 1679

### **AN ORDINANCE OF THE BOROUGH OF KEANSBURG, COUNTY OF MONMOUTH, STATE OF NEW JERSEY, ADOPTING A REDEVELOPMENT PLAN FOR THE CARR AVENUE CORRIDOR**

**WHEREAS**, on July 27, 2005, the Mayor and Council of the Borough of Keansburg (“Borough”) designated the entirety of the Borough as an “Area in Need of Rehabilitation” pursuant to the New Jersey Local Redevelopment and Housing Law, N.J.A.A. 40A:12A-1, et seq (“LRHL”); and

**WHEREAS**, the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. (“Redevelopment Law”), authorizes municipalities to determine whether certain parcels of land located therein constitute areas in need of redevelopment; and

**WHEREAS**, on July 17, 2019, the Borough Council (“Council”) of the Borough of Keansburg (“Borough”) adopted Resolution 19-098, authorizing and directing the Planning Board of the Borough (“Board”) to undertake a preliminary investigation and redevelopment study to determine whether all properties, identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52, thereof (“Study Area”), meet the criteria set forth in the Redevelopment Law and should be designated as a Non-Condensation Redevelopment Area, as that term is defined by the Redevelopment Law; and

**WHEREAS**, on April 22, 2020, the Borough Council (“Council”) of the Borough of Keansburg (“Borough”) adopted Resolution 20-038, accepting the recommendation from the Planning Board of the Borough of Keansburg and finding that all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 as shown on the official tax map of the Borough of Keansburg be and are hereby deemed to be a Non-Condensation Redevelopment Area pursuant to the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq.; and

**WHEREAS**, pursuant to N.J.S.A. 40A-12A-4, the Borough, through the firm T&M Associates, prepared a redevelopment plan entitled “Carr Avenue Corridor Redevelopment Plan” substantially in the form attached hereto (“Redevelopment Plan”), which provides for the redevelopment of several areas of the Borough, specifically Block 10, Lots 1 and 3 through 9, Block 12, Lots 6 through 9, Block 13, Lots 1, 2.02, 3, 4, 5.01, 5.03, 7 and 8, Block 14, Lots 1, 1.02 and 2 through 9 and Block 52, Lots 4 through 8; and

**WHEREAS**, prior to the final passage of this Ordinance, the Borough Council referred the Redevelopment Plan to the Planning Board of Adjustment (“Planning Board”) for its review at the July 11, 2021 meeting as to master plan consistency and for any other comments in accordance with N.J.S.A 40A:12A-7; and

**WHEREAS**, the Redevelopment Plan has been available for public review in the office of the Planning Board and in the office of the municipal Clerk; and

**WHEREAS**, the Borough Council now wishes to approve and adopt the Carr Avenue Corridor Redevelopment Plan, in the form attached hereto as **Exhibit A**.

**NOW, THEREFORE, BE IT ORDAINED** by the Borough Council of the Borough of Keansburg, County of Monmouth, and State of New Jersey, that the Borough Council hereby approves and adopts the Carr Avenue Corridor Redevelopment Plan in the form attached hereto as **Exhibit A**.

**BE IT FURTHER ORDAINED**, that the Redevelopment Plan shall supersede the applicable provisions of the Borough's Zoning Ordinance.

**BE IT FURTHER ORDAINED**, that the remainder of all other sections and subsections of the afore mentioned Ordinance not specifically amended by this Ordinance shall remain in full force and effect.

**BE IT FURTHER ORDAINED**, all Ordinances or parts thereof inconsistent with the provisions of this Ordinance are hereby repealed as to such consistency.

**BE IT FURTHER ORDAINED**, that this Ordinance shall take effect upon passage and publication in accordance with applicable law.

INTRODUCTION: June 29, 2021

ADOPTION: July 21, 2021



**EXHIBIT A**  
Carr Avenue Corridor Redevelopment Plan

*Note: The current document is the redevelopment plan for the Carr Avenue Corridor.*

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- Appendix A: Resolution 20-038
- Appendix B: Aerial Mapping
- Appendix C: Tax Map
- Appendix D: Building Renderings and Models



## 1.0 — Introduction

The Borough of Keansburg has determined that the utilization of powers afforded by the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.) is the most effective approach to promote the revitalization of and reinvestment on the following properties:

- Block 10, Lots 1 and 3 through 9
- Block 11, Lots 3, 8 and 9;
- Block 12, Lots 3 through 10;
- Block 13, Lots 1, 2.02, 3, 4, 5.01, 5.03, 7, and 8;
- Block 14, Lots 1, 1.02 and 2 through 9; and,
- Block 52, Lots 3 through 10.

Upon the recommendation of the Borough of Keansburg Planning Board of Adjustment and along with other properties (incl., all properties on Blocks 7, 8, 10, 11, 12, 13, 14 and 52), the foregoing properties were designated by the Keansburg Borough Council as a non-condemnation redevelopment area with the adoption of Resolution No. 20-038 on April 22, 2020 (n.b., a copy of Resolution No. 20-038 is provided in Appendix A).

The foregoing properties constitute what may be referred to as the Carr Avenue Corridor Redevelopment Area.

Please note that a Redevelopment Plan was previously prepared for Block 11, Lots 4 through 7. While Block 11, Lots 4 through 7 also exist in the Carr Avenue Corridor, the previously adopted Redevelopment Plan for said properties remains unchanged and continues to be valid and regulate their redevelopment. This Redevelopment Plan does not regulate development on Block 11, Lots 4 through 7.

T&M Associates has prepared this Redevelopment Plan at the request of the Borough of Keansburg for the purpose of undertaking the redevelopment of the Carr Avenue Corridor Redevelopment Area.

## 2.0 — Statutory Requirements

This Redevelopment Plan is written pursuant to Section 7 of the Local Redevelopment and Housing Law at NJSA 40A:12A-7a, which provides that “no redevelopment project shall be undertaken or carried out except in accordance with a Redevelopment Plan adopted by ordinances 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 Redevelopment Plan Area sufficient to indicate:

1. Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities, and other public improvements.
2. Proposed land uses and building requirements in the Redevelopment Plan Area.
3. Adequate provision for the temporary and permanent relocation, as necessary, of residents in the Redevelopment Plan 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 Plan Area that the municipality envisions acquiring, 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 (SDRP), adopted pursuant to the “State Planning Act,” P.L. 1985, c. 398 (C.52:18A-196 et al.).

As evidenced by the following sections of the plan, this Redevelopment Plan meets these statutory requirements.

### 3.0 — Redevelopment Plan Area Description

This Redevelopment Plan has been prepared for the Carr Avenue Corridor Redevelopment Area (hereinafter referred to as the “Redevelopment Plan Area”), which contains a total combined area of approximately 5.0 acres and includes the following properties:

- Block 10, Lots 1 and 3 through 9
- Block 11, Lots 3, 8 and 9;
- Block 12, Lots 3 through 10;
- Block 13, Lots 1, 2.02, 3, 4, 5.01, 5.03, 7, and 8;
- Block 14, Lots 1, 1.02 and 2 through 9; and,
- Block 52, Lots 3 through 10.

Appendix B provides aerial mapping of the Redevelopment Plan Area and shows its location within the Borough. In addition, Appendix C provides a copy of sheets 3, 4 and 10 of the official tax maps of the Borough of Keansburg.

#### 3.1 — Surrounding Land Uses

The Redevelopment Plan Area is bisected by the right-of-way of Carr Avenue and immediately surrounded by: the right-of-way of Beachway Avenue to the north; the right-of-way of Center Avenue to the south; the right-of-way of Raritan Avenue to the east; and, predominantly residential and vacant properties to the west. Further afield, residential land uses predominate to the east, west and south of the Redevelopment Plan Area, and non-residential uses predominate to the north.

#### 3.2 — Environmental Constraints

The Redevelopment Plan Area is located entirely within a flood hazard area of the class Zone AE, which is characterized by a one (1) percent annual chance of flooding. There are no other mapped environmental constraints within the Redevelopment Plan Area. The area has a base flood elevation of 12 feet.

Conformance with all applicable requirements of the New Jersey Department of Environmental Protection shall be required.

#### 3.3 — Existing Zoning

The Redevelopment Plan Area is located in the B-2 (Mixed Use Residential and Commercial) Zone District. The purpose of the B-2 (Mixed Use Residential and Commercial) Zone District is to: encourage revitalization and economic development of a commercial area oriented to the Raritan Bayfront. Major redevelopment is supported through a conditional use provision that allows mixed use commercial-residential development.

The minimum lot size of the B-2 (Mixed Use Residential and Commercial) Zone District is 5,000 square feet for interior lots and 7,000 square feet for corner lots. The minimum lot frontage is 50 feet for interior lots and 70 feet for corner lots, and the minimum required front and rear yard setbacks are ten (10) feet for all lots. In addition, the B-2 (Mixed Use Residential and Commercial) Zone District permits a maximum building coverage of 80 percent (n.b., the

maximum permitted coverage of the principal building is 50 percent) and a maximum floor area ratio of 0.5.

## 4.0 — Goals and Objectives

The goals and objectives of Redevelopment Plan Area are as follows:

1. Abate the conditions that cause the Redevelopment Plan Area to be in need of redevelopment;
2. Provide tax ratables for the Borough through revitalization and reinvestment;
3. Expand development opportunities within the Redevelopment Plan Area;
4. Improve the aesthetic image of the Borough;
5. Increase the supply and diversity of the local housing stock;
6. Provide space for non-residential uses, such as retail, dining and personal services, health and fitness clubs and professional offices;
7. Promote the overall goals and objectives of the Borough’s Master Plan;
8. Facilitate resilient design of the commercial corridor;
9. Encourage mixed-use development with residential uses above the ground floor;
10. Promote walking and cycling by incorporating pedestrian amenities; and,
11. Implement strategies for flood protection and resiliency.

## 5.0 — Redevelopment Standards

### 5.1 — Relationship to Municipal Land Development Regulations

The standards contained in this chapter of the Redevelopment Plan shall supersede the existing zoning for the Redevelopment Plan Area.

In addition to the above, a new zone, entitled “Carr Avenue Corridor Redevelopment Plan Area,” shall be established on the Official Zoning Map of the Borough of Keansburg and the provisions of this Redevelopment Plan shall apply.

### 5.2 — Permitted Uses

Principal permitted uses as well as accessory and prohibited uses are described in the following subsections.

#### 5.2.1 — Principal Permitted Uses

The following uses are permitted as principal uses throughout the Redevelopment Plan Area:

1. Multifamily residential development (n.b., residential uses shall not be permitted on the ground floor, except that entranceways, lobbies, mechanicals, mailrooms, and similar accessory uses and appurtenances to the residential units on the upper floors may be permitted so long as no more than 2,000 square-feet of the ground floor area, and no more than 20 percent of the front building façade along Carr Avenue, of any building containing residential uses is devoted to such uses);
2. Public and private playgrounds, parks, and other public purposes;
3. Retail uses as permitted in the B-1 Zoning District;
4. Personal services as permitted in the B-1 Zoning District;
5. Dining (incl., restaurant and bars);
6. Professional offices as defined in Section 22-2 of the Code of the Borough of Keansburg (incl., on-site management offices for multifamily residential development);
7. Health clubs and commercial gyms; and,
8. Mixed-use buildings containing two (2) or more of the aforementioned uses (n.b., when multi-family residential uses are part of a mixed-use building, access to residences shall be entirely separated from access to non-residential uses).
9. Parking (including structured parking)

**5.2.2 — Additional Principal Permitted Uses on Block 10, Lots 1, 8 and 9 and Block 14, Lots 1, 8 and 9 and all lots in Block 14, shall include temporary and/or permanent surface parking and structured parking.**

#### 5.2.3 — Permitted Accessory Uses

The following uses are permitted as accessory uses:

1. Mailrooms, private gyms, laundry facilities; rooftop decks, balconies and similar amenities for the sole use of residents of on-site multifamily residential development;

2. Antennas not to exceed three (3) feet in height, and television “dish” antennas not to exceed 24 inches in any single (i.e., one [1]) dimension. To the extent possible antennas and television “dish” antennas shall be located on a roof or rear façade that is not visible from a public right-of-way;
3. Uses normally subordinate to a principal permitted use, the purpose of which is incidental to the principal use or uses in the same building; and,
4. Parking, including structured parking and temporary or permanent surface parking.

#### 5.2.4 — Prohibited Uses

The following uses are prohibited:

1. Home occupations as defined Section 22-2 in the Code of the Borough of Keansburg, except that the use of a home professional office may be permitted where the conduct of the primary business is normally conducted off-site.
2. All other uses not specifically identified as a permitted principal or accessory use in this Redevelopment Plan.

#### 5.3 — Bulk Standards

The following bulk standards shall apply:

1. Minimum Lot Size: 15,000 square feet
2. Front Yard Setback\* (Carr Avenue):
  - a. From Property Line:
    - i. Minimum: 5 feet
    - ii. Maximum: 10 feet
  - b. From Curb Line:
    - i. Minimum: 15 feet
    - ii. Maximum: 20 feet
3. Front Yard Setback\* (Streets Intersecting Carr Avenue, Raritan Avenue):
  - a. From Property Line:
    - i. Minimum: 3 feet
    - ii. Maximum: 10 feet
  - b. From Curb Line:
    - i. Minimum: 7 feet
    - ii. Maximum: 15 feet
4. Rear Yard Setback
  - a. Minimum: five (5) feet for no more than one-third of the linear distance of the building façade and a minimum of 10 feet for the remainder of the building.
  - b. Maximum: Not Applicable

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\* Front yard setback building line shall be measured from the primary building façade line, not from any building attachments as defined by Section 5.4.1.7.

5. Side Yard Setback (Carr Avenue) from Property Line
  - a. Minimum: 0 feet
  - b. Maximum: 10 feet
6. Side Yard Setback (Streets Intersecting Carr Ave. or Raritan Ave.)
  - a. Minimum: 5 feet
  - b. Maximum: 10 feet
7. Building Height (Stories)
  - a. Block 10
    - i. Maximum: 5
  - b. Block 12
    - i. Maximum: 5
  - c. Block 13
    - i. Maximum: 5
  - d. Block 14
    - i. Maximum: 6
  - e. Block 52
    - i. Maximum: 5
8. Building Height (Feet)<sup>1</sup>
  - a. Block 10
    - i. Maximum: 68
  - b. Block 12
    - i. Maximum: 68
  - c. Block 13
    - i. Maximum: 68
  - d. Block 14
    - i. Maximum: 90
  - e. Block 52
    - i. Maximum: 68
9. Maximum Impervious Coverage: 95 percent
10. Minimum Open Space: 10 percent<sup>2</sup>
11. Maximum Number of Residential Units (Total for Redevelopment Plan Area): 430 dwelling units

#### 5.4 — Design Standards

This section sets forth the Redevelopment Plan’s design standards for the Redevelopment Area with respect to site planning, landscape design and architectural design.

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<sup>1</sup> Building height is measured from average grade to the peak of a pitched or vaulted roof, or parapet of a flat roof.

<sup>2</sup> The minimum open space requirement can be satisfied in the form of public or private gathering spaces, courtyards, roof-top gardens, accessible and functional balconies, as well as landscaped areas at street level.



These design standards seek to create a walkable, pedestrian, bicycle and transit-friendly environment with high quality and interesting building design and public, semi-public and private open spaces that enhance and complement the surrounding neighborhood.

The intent of the building design standards is to:

- Ensure a well-designed, high-quality building that, whether conforming to traditional design models or exhibiting iconic features and contemporary design expressions, nevertheless fit well into the surrounding context of buildings and open spaces.
- Give consideration to high-performance building design and construction that minimize energy consumption.

The intent of the open space and landscape design standards is to shape inviting public, semi-public, and private gathering spaces, create active and safe streets, sidewalks and public spaces.

#### 5.4.1 — Architectural Design

The following standards shall apply:

1. **Building Orientation:** Buildings shall define the edges of, and face onto, public streets or public space, thus enclosing these spaces and providing “eyes on the street” for safety. The main entrances and front façades of buildings shall face Carr Avenue. The rear façade of buildings shall not directly face the front façade of buildings that have frontage along Carr Avenue or are located on the same block. The entrance to residential units shall be completely separate from access to commercial areas.
2. **Building Façade Modulation:** Building façades longer than 40 linear feet must be vertically divided into bays that reflect a building’s vertical structure. The vertical separation into bays does not require a building façade off-set and can be accomplished through the use of pilasters, change of surface building material, vertical planting treatment (e.g., espaliers) or other vertical design expressions. Vertical separations greater than 40 linear feet may be permitted if the applicant can convincingly demonstrate to the Borough of Keansburg Planning Board of Adjustment that this expanded rhythm is structurally based and that there are strong design considerations to justify it.
3. **Vertical Differentiation:** Building façades adjacent to Carr Avenue shall provide for a differentiated building mass consisting of a base, middle and top. The base of a building shall be emphasized with substantial materials such as brick and stone that provide visual grounding, as long as these materials do not conflict with flood regulations. Retail storefronts and other non-residential uses shall be defined with overhangs, light shelves, or straight awnings. The middles of buildings shall be distinguished from the base and the top by belts courses or cornices, or changes in material, masonry, or fenestration patterns. The top of a building shall be emphasized with a parapet wall and/or balustrade, deep cornice or a gabled roof.
4. **Building Step-Back:** Building step-backs of a minimum of eight (8) feet shall be required for the fourth story and each story above the fourth story (n.b However, no more than a maximum of two [2] stories may be stepped-back the same distance) for at least 50% of

the façade fronting onto Carr Avenue. A maximum of 30% of the front façade of any building located along Carr Avenue is exempt from this step-back requirement. For five-story buildings, the fifth floor shall be stepped back sufficiently or otherwise designed in a manner to ensure that it is not visible by direct line of site by an individual located on the opposite sidewalk directly across Carr Avenue from the building. For six-story buildings, the sixth floor shall be stepped back sufficiently or otherwise designed in a manner to ensure that it is not visible by direct line of site by an individual located on the opposite sidewalk directly across Carr Avenue from the building. The stepped-back façades may be of a different material than the base façade. The rhythm of windows on the stepped-back portion should match that of the rhythm of the windows on the lower floors. All vertical bands should continue through the step-backed portions of buildings. The area between a building façade plane and the step back façade may accommodate balconies and other semi-open outdoor spaces. Cornices or other horizontal bands are encouraged to extrude a minimum of five (5) inches at building step-back lines. The intent is to achieve a variety in building design, rhythm, and massing along Carr Avenue consistent with the renderings and models presented in Appendix D.



*Example of stepped-back façade with balcony (Source: thetrendinghouse.com)*

5. **Building Transparency:** The percentage of void areas (i.e., windows and other openings) in a primary building façade shall be no less than 40 percent at ground floor level and no less than 25 percent in upper levels. Lower percentages of glazing shall be permitted if

the applicant can convincingly demonstrate to the Borough of Keansburg Planning Board of Adjustment that: the reduced percentage of building façade dedicated to glazing is appropriate to building type and design intention; the overall effect is not visually overwhelming; and, that there are strong design or other considerations to justify it. Windows on the ground floor shall have clear and non-reflective glass. Windows on upper-level floors may be lightly tinted but shall be non-reflective. Blank walls (i.e., walls without openings or glazing) that extend for 30 or more linear feet are prohibited, except in those areas where first-floor parking is located and where alternative openings, such as louvres or similar, are provided.

6. **Building Entrances:** Primary and secondary building entrances shall be easily identifiable with prominent architectural features and shall not occur simply as voids between buildings or undistinguished openings in building façades.
7. **Building Attachments:** Colonnades, awnings, building overhangs, canopies, projected windows, balconies, wall-mounted signs, and projected and roof overhangs may encroach up to a maximum of five (5) feet upon the minimum required setback. All active ground floor uses with a window may have an awning or awnings that project between seven (7) and ten (10) feet from the façade, but not into a public right-of-way. The lowest portion of the awning's projecting frame shall be more than eight (8) feet above the level of the sidewalk. Above the ground floor, all windows may have awnings or solar panels that project not more than five (5) feet from the façade.
8. **Green Building Certification:** New building construction is encouraged to incorporate sustainable design features or, where possible, meet or apply LEED or equivalent standards.
9. **Outdoor Dining:** The outdoor dining shall be permitted provided that buildings are setback at least 15 feet from the curb line.
10. **Parking Area Screening:** All parking areas shall be placed at the rear of buildings and away from public view. However, given the site configuration and parking requirements, parking areas may face the public street provided they are screened as follows:
  - a. Parking structures shall be screened from public view with active uses on the ground floor along Carr Avenue except for any parking structure located on Block 14.
  - b. Parking structures that face a public street shall be screened architecturally with the same level of detailing as the rest of the front façades of buildings.
  - c. The façade of the level dedicated to parking shall be architecturally integrated into building façade both horizontally and vertically. Parking façade shall be broken into bays, following the bay pattern of the residential portion of buildings above.
  - d. The same type and quality of the materials used elsewhere in building façades shall be employed for parking level façades which front on Carr Avenue.
  - e. Decorative grates and fenestration detailing shall be used to complement the architecture of the façade.
  - f. Rear or side façades of parking structures and parking lots facing residential parcels and/or buildings shall be screened using landscaping discussed above and/or architecturally screened.

- g. Surface parking lots that face the public right-of-way shall be screened with walls that are no less than 30 inches in height or planted buffers that are no less than five (5) feet in height, and, along Carr Avenue, with street trees placed at 30 feet on center.
- h. If New Jersey Department of Environmental Protection regulations require that living areas and parking areas be raised to permit flood waters to pass under a building, the buildings should include decorative screens or latticework to disguise the open areas of the buildings and avoid the look of a “building on stilts.”
- i. Landscaping such as climbing plants (e.g., green walls), hedges and flowering plants or “live walls” may be installed to further conceal and soften views of parking level façades. An example of a live wall is shown in the accompanying figure.



*Example of live wall (Source: [www.livewall.com](http://www.livewall.com))*

#### 5.4.2 — Green Infrastructure

Green infrastructure refers to a decentralized network of site-specific stormwater management techniques, which are implemented to reduce the volume of stormwater runoff entering the local sewer system while also restoring the natural hydrologic cycle. Implementation of green infrastructure techniques can help to promote sustainability and resiliency. The Carr Avenue

Corridor Redevelopment Plan, therefore, strongly encourages the implementation of green infrastructure techniques where possible and appropriate. A sample of green infrastructure techniques is provided below:

1. **Rainwater Harvesting:** Rainwater harvesting systems collect and store rainwater in specialized containment devices (e.g., rain barrels and cisterns, which may be located above- or below-ground) to be used for later use (e.g., for watering lawns and gardens). When designed appropriately, rainwater harvesting systems can offer the following benefits to users and to the surrounding environment: they reduce floods in low-lying areas; they reduce soil erosion and contamination of surface water; they reduce demand on groundwater and the water system, thereby decreasing water bills; and, they are easy to maintain.



*Examples of rainwater harvesting (Source: United States Environmental Protection Agency)*

2. **Rain Gardens:** Rain gardens are shallow, vegetated basins that collect and absorb stormwater runoff from impervious surfaces (e.g., rooftops, sidewalks, and streets). Runoff is channeled into rain gardens and is then used by plants, infiltrated into the ground, or evaporated. Rain gardens may be installed in a variety of locations and can be an attractive element of site design. Indeed, they may be installed in any properly graded unpaved space, and in parking lots and paved areas through the construction of specialized planter boxes that collect and absorb runoff. The Carr Avenue Corridor Redevelopment Plan encourages the installation of rain gardens, where appropriate.



*Example of rain garden (Source: United States Environmental Protection Agency)*

3. **Bioswales:** Bioswales are open, linear channels with vegetation, mulching, or xeriscaping that slow stormwater runoff and attenuate flooding potential while conveying stormwater runoff away from critical infrastructure. Like rain gardens, their permeable surface also permits the natural infiltration of stormwater. As linear features, bioswales are particularly well suited to being placed along streets and parking lots. They are often used as an alternative to, or enhancement of, traditional stormwater drainage systems.



*Examples of bioswales (Source: United States Environmental Protection Agency)*

4. **Permeable Pavements:** Permeable pavements help to reduce stormwater runoff, which, in turn, helps to improve the quality of terrestrial waters and mitigate flooding. With traditional (i.e., impervious) pavement, stormwater runs into drains and inlets, which places a burden on such infrastructure, and may result in the discharge of pollutants (e.g., sediment, oil residue, etc.) into terrestrial waters. Permeable pavements, however, infiltrate, treat, or store rainwater where it falls. Key examples of permeable pavements include pervious concrete, porous asphalt, and permeable interlocking pavers.



*Example of permeable pavement (Source: Potomac Conservancy)*

#### 5.4.3 — Landscaping and Lighting Standards

The objectives of the following provisions are to:

1. Give consideration to a “green street” approach to sidewalk and streetscape improvements, including porous pavements, structural soils in tree planters, and use of foundation plantings or movable planter boxes;
2. Give consideration to a “green wall” approach to primary building elevations, including window or balcony planters and climbing vegetation; and,
3. Give consideration to non-structural stormwater management strategies (e.g., green roofs, cisterns, rain gardens, bio-swales, porous pavements and others) that provide natural habitats, create attractive people places, reduce the incidence of flooding, increase ground water recharge and minimize maintenance requirements for plantings and landscaping.

The following provisions shall apply:

1. **Landscaped Areas:** Non-paved ground areas shall be landscaped with evergreen and deciduous shrubs, perennials and bulbs. Only plant materials with proven resistance to the urban environment and to local soil and weather conditions shall be utilized. Suitable plant lists are available through the New Jersey Division of Parks and Forestry-Community Forestry Council and the New Jersey Nursery and Landscape Association. Only nursery-grown plant materials shall be acceptable, and all trees, shrubs, and ground covers shall be planted according to accepted horticultural standards.
2. **Street Trees:** Street trees should be a minimum of three (3) inches in caliper and ten (10) feet high at the time of planting and planted no more than 30 feet on center along the front façade of any building. Street trees shall be planted in appropriately sized tree wells, with appropriate watering and feeding techniques. The area around the tree can be planted with groundcover, covered with a decorative metal grate, or paved with granite blocks. Street tree species and minimum sizes shall be recommended by a

certified landscape architect or local arborist and conform to the Borough’s Land Use Regulations. All street trees and landscaping shall have a two-year maintenance guarantee.

3. **Street Furniture:** Street furniture is strongly encouraged in public spaces. They are the components of the urban environment that encourage passersby to interact with their environment and enhance the urban experience. Examples of street furniture include, but are not limited to, such elements as: benches; picnic tables; lighting; planters; drinking fountains; public fountains; monuments; sculptures; public art installations; pop-up parks; mobile library kiosks (e.g., Little Free Libraries); maps and signage; educational and informational installations; newsstands; kiosks; and, pavilions. Street furniture also includes the bicycle facilities. Planter boxes are permitted and recommended along the bases of buildings.
4. **Public Realm Obstructions:** Trash receptacles, mailboxes, bicycle parking, vending racks, newspaper boxes and other obstructions to the public realm shall be placed in locations where they are least intrusive, most convenient to their users and least disruptive of pedestrian circulation. Benches shall be placed at the edge of the sidewalk.
5. **Street Lighting:** Pedestrian-scale streetlights shall be placed along the streets. All pedestrian lighting along streets and internal walkways shall be spaced no more than 60 feet on center. All outdoor lighting, including streetlamps and accent lighting, shall comply with “dark sky” standards intended to reduce light pollution. Dark sky standards require that lighting is downcast, illuminates only intended areas, and does not cause disabling glare that affects driver safety and reduces the visibility of starry night skies. Bright stadium-style lighting is prohibited in all areas. The type of light source used on the exterior of buildings, signs, parking areas, pedestrian walkways, and other areas of site, as well as the light quality produced, shall be the same or compatible.
6. **Exterior Lighting:** Exterior lighting, including interior lighting for exterior identification signs, shall be L.E.D. (i.e., light emitting diodes) or equivalent energy saving technology available at the time of construction, depended upon availability of suitable architectural lighting. Light fixtures attached to the exterior of a building shall be architecturally compatible with the style, materials, colors, and details of buildings and shall comply with all applicable borough building codes. Exterior lights may be concealed through shielding or recessed behind architectural features.

#### 5.4.4 — Signage Provisions

All signage shall be subject to site plan review and approval by the Borough of Keansburg Planning Board of Adjustment.

The following general guidelines apply to residential and commercial signage:

1. Signs shall be architecturally compatible with the style, composition, materials, colors and details of the building with which they are associated.
2. Signs shall not obscure the architectural details of a façade.
3. Fluorescent or glowing paint and box-lit signs are prohibited.



4. No signs or advertising devices that are rooftop mounted, intermittently illuminated, flashing or moving are permitted.
5. With the exception of way-finding identification signs, permanent freestanding signs are prohibited.
6. Signage above the second story of any building is prohibited.
7. Residential signage shall be in character with the architecture of building with which it is associated.
8. Façade signs shall not: exceed beyond 30 inches in height; and, extend beyond the width of a storefront opening.
9. Signage shall occupy no more than 30 percent of the storefront window areas in order to maintain clear visibility into the storefront space.
10. Each individual non-residential use should have one (1) façade sign per sidewalk frontage. In addition, awning signs, perpendicular hanging signs and window signs are acceptable.
11. A permanent sign or rigid awning sign shall be mounted above the front entrance. Such sign must indicate the trade name of the establishment. A sign mounted above the front entrance shall not exceed a height of 36 inches nor an area equal to 1.5 square feet per linear foot of building width, with a maximum of 50 square feet. No sign mounted above the front entrance shall be closer than 2.5 feet to the end of the front wall to which it is attached. A rigid awning may extend along the entire front of a building, but no signage on the awning shall be within 2.5 feet of each end of the awning or 20 feet, whichever is less.
12. In addition to a sign or rigid awning sign on the front façade of a building, a sign on each other side of a building visible from a public street is permitted. Such sign shall not be larger than 15 square feet, unless there is an entrance accessible from a rear parking lot.

## 5.5 — Parking Standards

### 5.5.1 — Vehicular Parking Standards

The following vehicular parking standards shall apply:

1. Residential Uses: The residential parking ratio shall be 1.35 spaces per dwelling unit minimum for the total development within the entire Redevelopment Plan area. A lower parking ratio may be utilized (but no lower than 1.0) for any individual lot, development area, phase or phases with the Redevelopment Plan area so long as the overall requirement is met at the full development build out and provided further that the redeveloper shall have the right to determine the sequence in which any phases shall be developed. Residential parking may be accommodated via a combination of on-site and off-site spaces including, but not limited to structured parking. If the developer provides any structured parking, and they exceed the minimum required ratio, then any surplus spaces within the structured parking above the minimum required shall be subject to a “shared parking agreement” to be mutually agreed to prior to the approval of the structured parking and associated development.

2. Retail Uses: 1 space per 500 square feet;
3. Personal Service Uses: 1 space per 500 square feet;
4. Dining: 1 space per 5 seats; and,
5. Professional Offices: 1 space per 1,000 square feet.
6. Minimum Parking Space Dimensions: 8.5 feet width by 18 feet length

Vehicular parking requirements can be satisfied both on-site and off-site. If off-site, parking shall be located no further than 1,000 feet from the building it is serving and connected thereto by sidewalks or other appropriate pedestrian facilities. The applicant shall provide evidence to the Borough of Keansburg Planning Board of Adjustment that the off-site parking privileges for building tenants have been secured through a long-term lease agreement with the property owner or other suitable legal instrument. On-street parking is considered dedicated to visitors, deliveries and the general public. On-street parking may also be used/credited to parking required for retail, personal service, dining and office uses. In order to claim credit for on-street parking, an applicant shall demonstrate to the Borough of Keansburg Planning Board of Adjustment that reserving these spaces for the use of building tenants will not displace the demand for parking from visitors, deliveries and the general public.

#### 5.5.2 — Bicycle Parking Standards

The following bicycle parking standards shall apply:

1. Residential Uses: 0.35 spaces per dwelling unit;
2. Retail Uses: 0.20 spaces per 500 square feet;
3. Personal Service Uses: 0.20 spaces per 500 square feet;
4. Dining: 0.10 spaces per 5 seats; and,
5. Professional Offices: 0.10 space per 1,000 square feet.

The Borough of Keansburg Planning Board of Adjustment shall favorably entertain reductions to the bicycle parking requirements if the applicant can convincingly demonstrate that suitable bicycle parking for tenants and visitors is otherwise available. The intention is to avoid a situation where ad-hoc bicycle parking is attached to street trees, light poles, utility poles and other permanent streetscape fixtures for lack of appropriate bicycle parking accommodations.

## 6.0 — Plan Relationships

The following subsections outline the relationships of the Redevelopment Plan to municipal zoning and the objectives that are outlined in the municipal master plan, as well as to master plans of contiguous municipalities, Monmouth County, and the State Development and Redevelopment Plan. A discussion of these relationships is required pursuant to the Local Redevelopment and Housing Law at NJSA 40A:12A-7a.

### 6.1 — Municipal Zoning

As previously stated in Chapter 5, the provisions of this Redevelopment Plan shall supersede the existing zoning for the Redevelopment Plan Area. A new zone, entitled “Carr Avenue Corridor Redevelopment Plan Area,” shall be established on the Official Zoning Map of the Borough of Keansburg and the provisions of this Redevelopment Plan shall apply.

### 6.2 — Keansburg Borough Master Plan

The Borough of Keansburg adopted its last comprehensive Master Plan in 1988. The Borough subsequently adopted reexamination reports in 2003, 2012, and 2015. Additionally, the Borough also adopted the Route 36 to Bayfront Corridor Resiliency Plan in 2015 as an amendment to the Master Plan. The following subsections summarize these Master Plan documents and their relevancy to this Redevelopment Plan.

#### 6.2.1 — 1988 Comprehensive Master Plan

The 1988 Comprehensive Master Plan references the Borough’s original Master Plan, which was prepared in 1962. The 1962 Master Plan identifies the intersection of Carr Avenue and Beachway Avenue as one of the two major commercial areas and year-round business districts within the Borough. At that time, this area was noted to be “run down and in need of improvement.” The Redevelopment Plan Area extends from the intersection of Carr Avenue and Beachway Avenue for a total of four blocks in a southerly direction along Carr Avenue. It is anticipated that redevelopment of the Redevelopment Plan Area will positively impact surrounding areas and may, potentially, spur additional redevelopment efforts.

The Principles and Objectives section of the 1988 Comprehensive Master Plan states, “the challenge for Keansburg is to identify and capitalize on opportunities for redevelopment and revitalization while working to maintain and improve the community’s livability.”

The following objectives of the 1988 Comprehensive Master Plan are relevant to this Redevelopment Plan:

1. Encourage the most appropriate use of land consistent with its suitability for development.
2. Provide sufficient space in appropriate locations for residential, recreational, commercial, and open space use.
3. Promote a desirable visual environment.
4. Encourage development that contributes to the revitalization of the community.
5. Improve and maintain residential neighborhoods by encouraging rehabilitation of existing dwellings and residential construction at suitable densities.

6. Maintain and attract beneficial commercial uses.
7. Utilize available funding sources, at the Federal, State, and County level to revitalize the community.

One of the policies discussed in the 1988 Comprehensive Master Plan relates to economic development. Specifically, this policy encourages development and redevelopment that contributes to the long-term economic health of the community. Redevelopment of the Redevelopment Plan Area will contribute to the long-term economic health of the community.

The Economic Plan Element recommends that the Borough explore applicable tools and measures available at the State level in order to induce economic development and to reverse the economic distress the Borough has faced. Redevelopment is in accordance with this recommendation.

The Land Use Plan Element recommends the innovative redevelopment of commercial recreation areas that contributes to the community's economic base and to the waterfront's potential for recreation. The 1988 Comprehensive Master Plan envisions redevelopment that encompasses mixed use development (incl., residential, retail, restaurant, entertainment, and marina use). This Redevelopment Plan promotes mixed-use development.

As can be seen above, there are several objectives, policies, and recommendations in the 1988 Comprehensive Master Plan that are relevant to and support the redevelopment of the Redevelopment Plan Area.

#### 6.2.2 — 2003 Master Plan Reexamination Report

The 2003 Master Plan Reexamination Report largely reaffirms and continues most of the objectives, policies, and recommendations from the 1988 Master Plan, including those referenced above. The 2003 report also states that it should remain the Borough's intention to explore opportunities for mixed-use development and other commercial and recreational uses that could enhance the waterfront's potential. Additionally, the 2003 Master Plan Reexamination Report emphasizes the importance of development and redevelopment of the Bayfront area in order to enhance the long-term economic health of the community.

As it specifically relates to redevelopment, the 2003 Master Plan Reexamination Report recommends that the Borough study the Main Street, Beachway, and Carr Avenue commercial districts, as well as the residential district near the beachfront between Carr Avenue and Laurel Avenue to determine applicability of an "area in need of redevelopment" designation. This redevelopment plan represents the next step in the redevelopment process, with the Keansburg Borough Council already having found the Redevelopment Plan Area to be an area in need of redevelopment.

#### 6.2.3 — 2012 Master Plan Reexamination Report

The 2012 Master Plan Reexamination Report recognizes the Borough's 2005 Borough-wide "area in need of rehabilitation" designation, which allows the Borough the ability to adopt redevelopment plans for any property within the Borough. The 2012 report also references the Beachway Avenue Waterfront Redevelopment Plan, which was adopted in 2005 with subsequent amendments in 2016 and 2017, and the Redevelopment Plan for: Main Street

Node, Carr and Raritan Avenues, Route 36 Gateway. This Redevelopment Plan represents sustained effort to facilitate redevelopment within the Borough.

#### 6.2.4 — 2015 Master Plan Reexamination Report

The 2015 Master Plan Reexamination Report was the first Master Plan review that was prepared and adopted in the wake of Superstorm Sandy, and one of the underlying themes of this plan is the need to emphasize storm recovery, resiliency, and revitalization as part of the Borough’s land use planning policy approach.

The 2015 Master Plan Reexamination Report largely reaffirmed the objectives, policies, and recommendations addressed in the prior planning documents. However, the planning policy related to revitalization of the Borough’s commercial corridors was revised to reference Carr Avenue and Beachway Avenue, as follows: “The Borough should work toward improving and enhancing the visual appearance of commercial corridors in the Borough (Main Street, Church Street, Carr Avenue, Beachway Avenue, and Route 36) by establishing standards to guide development. Additionally, municipal actions to stimulate revitalization through streetscape improvements and incentives for private sector participation should be emphasized.” This Redevelopment Plan has been developed in accordance with this recommendation of the 2015 Master Plan Reexamination Report.

#### 6.2.5 — 2015 Route 36 to Bayfront Corridor Resiliency Plan

The 2015 Route 36 to Bayfront Corridor Resiliency Plan (CRP) was prepared in 2015 concurrently with the 2015 Master Plan Reexamination Report and under the Post Sandy Planning Assistance Grant Program as part of the Borough’s recovery and resiliency planning efforts. The CRP is a long-term vision plan for targeted commercial revitalization in the Borough, with some of the plan’s goals focusing on encouraging resilient commercial development along vital corridors and encouraging growth to promote long-term recovery by increasing tax base and reduce repetitive loss.

The CRP provides specific recommendations for, areas that include the Redevelopment Area, as follows:

1. Foster a pedestrian environment and incorporate public parking opportunities that are screened from the pedestrian.
2. Focus land uses on entertainment and recreation, including restaurants and establishments serving alcohol.
3. Allow pop-up/temporary food/drink establishments to fill in the gaps for vacant properties and buildings.
4. Ground level retail required to incorporate flood proofing.

The CRP was adopted in 2015 as a component and an amendment to the Borough’s Master Plan. This Redevelopment Plan is compatible with the recommendations of the CRP.

### 6.3 — Plans of Contiguous Municipalities

The Redevelopment Plan Area comprises only about 5.0 acres and is more than approximately 2,100 feet from the nearest contiguous municipality (viz., Hazlet Township). It is, therefore,

anticipated that there will be no impact of the Redevelopment Plan on contiguous municipalities.

#### 6.4 — Monmouth County Comprehensive Master Plan

Monmouth County prepared a comprehensive master plan in 2016. The implementation of this Redevelopment Plan would support the realization of the following overall goals of the 2016 Monmouth County Master Plan:

1. Promote a comprehensive approach to planning and coordinate these efforts among all levels of government and with community stakeholders.
2. Promote the protection and conservation of natural and cultural resources to help guarantee long-term sustainability.
3. Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, play and stay.

While implementation of this Redevelopment Plan would support the realization of all three (3) of the overall goals that have been provided above, the Redevelopment Plan’s relationship to Goal 3 (above) is most important. Indeed, the purpose of Goal 3, as stated in the 2016 Monmouth County Master Plan, is to assist municipalities in determining the best use of increasingly scarce undeveloped land resources and to help identify opportunities for the redevelopment of other areas in ways that will best meet the demands of the evolving marketplace and needs of the community.

#### 6.5 — New Jersey State Development and Redevelopment Plan

The State Planning Commission recognizes the importance of the idea of sustainable development. The State Development and Redevelopment Plan (SDRP), which was adopted in 2001, is intended to serve as a guide for public and private sector investment in New Jersey’s future. To facilitate this, the SDRP allocates New Jersey among a variety of planning areas. The Redevelopment Plan Area is located in within the Metropolitan Planning Area (Planning Area 1). The Redevelopment Plan is compatible with the SDRP’s intention for the Planning Area 1, which is to: provide for much of the state’s future redevelopment; revitalize cities and towns; promote growth in compact forms; stabilize older suburbs; redesign areas of sprawl; and, protect the character of existing stable communities.

#### 6.6 — State Strategic Plan (Draft)

The draft State Strategic Plan (SSP) is the revision to the 2001 SDRP. The document sets forth a vision for the future of New Jersey along with strategies to achieve said vision. The draft SSP was intended to be adopted by the State Planning Commission in November 2012; however, adoption was postponed indefinitely following Hurricane Sandy.

The State Strategic Plan has ten (10) “Garden State Values.” The Redevelopment Plan advances three (3) of same:

1. Prioritize Redevelopment, Infill, and Existing Infrastructure: Strengthen cities, towns and neighborhoods by prioritizing redevelopment, the reuse and remediation of existing

sites and structures, and construction on infill sites that are compatible with surrounding uses. Upgrade existing infrastructure where needed, before adding new capacity. Encourage development that incorporates green design and construction principles and opportunities for clean and renewable energy and efficiency measures.

2. **Create High-Quality, Livable Places:** Ensure each community offers an environmentally healthy place to live, work and play. Enhance community character and design, especially in historic areas, by reusing significant buildings, reinforcing architectural styles and providing pedestrian-friendly streetscapes. Improve community plazas and parks and connections to waterfront areas.
3. **Diversify Housing Opportunities:** Support construction and rehabilitation of homes that meet the needs of households of all sizes and income levels, located near jobs and transit and where services are available.

## 7.0 — Administrative and Procedural Requirements

Administrative and procedural requirements are discussed in the following subsections.

### 7.1 — Acquisition

Because the Redevelopment Plan Area is located within a non-condemnation redevelopment area, the use of eminent domain is not permitted. Accordingly, there shall be no public acquisition of land in the Redevelopment Plan Area.

### 7.2 — Relocation

NJSA 40A-12A-7.a(3) requires that redevelopment plans provide 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."

There are no residential properties in the Redevelopment Area. As such, there is no need for provisions on the relocation of residents from the Redevelopment Area.

Notwithstanding the above, it is anticipated that there is sufficient decent, safe, and sanitary space within the local market if any relocation of residents should become necessary.

Moreover, if relocation is necessary, a Workable Relocation Plan shall be prepared, and the Borough shall conform to the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.) and all other applicable statutes, regulations, and legal requirements governing relocation. In addition, to the extent necessary and required, the redeveloper shall be required to provide for relocation assistance pursuant to a Redevelopment Agreement between the redeveloper and the Redevelopment Entity and all applicable statutes, regulations, and legal requirements governing relocation assistance.

### 7.3 — Redeveloper Selection

The Borough shall designate a redeveloper or redevelopers to undertake a redevelopment project in accordance with this Redevelopment Plan and enter into a redeveloper agreement with the designated redeveloper or redevelopers in connection with the construction of such project or any other aspect of or undertaking in accordance with this Redevelopment Plan, including off-site improvements. Redevelopment under the terms of this Redevelopment Plan shall only be undertaken pursuant to a redeveloper agreement entered into between the Borough and a designated redeveloper or redevelopers, which may be the property owner.

The Borough may undertake a redeveloper selection process that will yield the qualified redeveloper to implement this Redevelopment Plan in a manner that is in the best interest of the Borough.

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



1. The redeveloper, its successors, or assignees, shall develop the specified improvements in accordance with this 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 Local Redevelopment and Housing Law at NJSA 40A:12A-9 and imposed in any redevelopment agreement, lease, deed, or other instruments shall remain in full force and effect.
4. The redevelopment agreement shall contain provisions to assure the timely construction of the redevelopment project, the qualifications, financial capability, and financial guarantees of the redeveloper and any other provisions necessary to assure the successful completion of the project.

#### 7.4 — Redevelopment Entity Review

The governing body, acting as the Redevelopment Entity, shall review all proposed projects within the Redevelopment Plan Area in order to ensure that such projects are consistent with this Redevelopment Plan and any relevant redevelopment agreement. As part of its review, the governing body may require the redeveloper to submit its proposed project to a technical review committee or subcommittee of the governing body. The technical review committee may include members of the governing body and any other members and/or professionals as determined necessary and appropriate by the Borough. The technical review committee shall make its recommendations to the governing body.

In undertaking its review, the governing body shall determine whether the proposal is consistent with this Redevelopment Plan and any relevant redevelopment agreement. In addition, the review may address the site and building design elements of the project to ensure that the project is consistent with the goals and objectives of the Redevelopment Plan.

At its discretion, the Redevelopment Entity may waive its review and refer a proposed redevelopment project directly to the Borough of Keansburg Planning Board of Adjustment.

#### 7.5 — Planning Board Review Process

Pursuant to the Local Redevelopment and Housing Law at NJSA 40A:12A-13, all development applications for development of sites governed by this Redevelopment Plan shall be submitted to the Borough of Keansburg Planning Board of Adjustment for review and approval. The following provisions shall govern review of any proposed redevelopment project within the Redevelopment Plan Area:

1. No building permit shall be issued by the construction or zoning official for any work resulting in a change of intensity of development or change of use for any properties or buildings within the Redevelopment Plan Area without prior review and approval of the work by the Redevelopment Entity and the Borough of Keansburg Planning Board of Adjustment.

2. Regular maintenance and minor repair shall not require Borough of Keansburg Planning Board of Adjustment review and approval.
3. The Borough of Keansburg Planning Board of Adjustment shall conduct site plan and subdivision review, if applicable, pursuant to the Municipal Land Use Law (NJSA 40:55D-1 et seq.) and the Borough's planning and development regulations.
4. As part of site plan approval, the Borough of Keansburg Planning Board of Adjustment may require the redeveloper to furnish performance guarantees pursuant to the Municipal Land Use Law at NJSA 40:55D-53 and as required in the Borough's regulations. The performance guarantees shall be in favor of the Borough of Keansburg, and the Borough Engineer shall determine the amount of same.
5. Any subdivision of lots or parcels of land within the Redevelopment Plan Area shall be in compliance with this Redevelopment Plan and reviewed by the Borough of Keansburg Planning Board of Adjustment pursuant to the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.) and the Municipal Land Use Law (NJSA 40A:55D-1 et seq.).
6. Once a property has been redeveloped in accordance with this Redevelopment Plan, it may not be converted to any use not expressly permitted herein. 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 that does not conforming to the requirements of this Redevelopment Plan may not be reconstructed in the event of its destruction. The Borough of Keansburg Planning Board of Adjustment shall determine the issue of whether or not the non-conforming use or building structure has been "destroyed."
7. Relief and Exceptions.
  - a. The Borough of Keansburg Planning Board of Adjustment may grant relief from the requirements of this Redevelopment Plan where there is a hardship, and where the granting of such relief will promote the purpose of this Redevelopment Plan and would be consistent with the standards established in the Municipal Land Use Law at NJSA 40:55D-70(c).
  - b. The Borough of Keansburg Planning Board of Adjustment when acting upon applications for preliminary site plan approval in the Redevelopment Plan Area may grant exceptions for site plan approval in a manner consistent with the provisions of NJSA 40:55D-51(b), if the literal enforcement of one or more provisions of the Redevelopment Plan is impracticable or will exact undue hardship because of peculiar conditions pertaining to the land in question.
  - c. In no event shall relief or exceptions be granted by the Borough of Keansburg Planning Board of Adjustment in order to: provide a use or facility that is not permitted by this Redevelopment Plan; or, permit an intensity of development (incl., but not limited to building height) that is not specified by this Redevelopment Plan.
8. The regulations and controls of this Redevelopment Plan shall be implemented, where applicable, by appropriate covenants or other provisions, and through agreements between the redeveloper and the Borough pursuant to the Local Redevelopment and Housing Law at NJSA 40A:12A-8 and NJSA 40A:12A-9.

9. All definitions contained within this Redevelopment Plan shall prevail. In the absence of definition within said Redevelopment Plan, the definition found within the Borough's land development or other applicable regulations shall prevail. All definitions that are determined to be inconsistent with the Local Redevelopment and Housing Law at NJSA 40A:12A-3 shall be considered invalid.
10. A redeveloper shall be required to pay all applicable escrow fees and other required charges in accordance with applicable provisions of the Borough's land development regulations and New Jersey Law. Additionally, a redeveloper shall be required to pay their proportional share of the costs of any studies, plans, reports, or analysis prepared by the Borough or its designated Redevelopment Entity as part of this Redevelopment Plan. Any such payments required to reimburse the Borough shall be specified in the redevelopment agreement.

The aforementioned 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 this Redevelopment Plan to be invalid, illegal, or unconstitutional, the word, phrase, section, or provision shall be deemed severable, and the remainder of the Redevelopment Plan and implementing ordinances shall remain in full force and effect.

#### 7.6 — Duration of Plan

This Redevelopment Plan shall be in full force and effect upon its adoption by ordinance by the governing body and shall be in effect until the redevelopment of the Redevelopment Plan Area has been completed, which shall be evidenced by the issuance of a certificate of project completion by the Redevelopment Entity.

#### 7.7 — Amending the Redevelopment Plan

Upon compliance with the requirements of applicable law, the governing body may amend, revise, or modify this Redevelopment Plan in general, or for specific portions of the Redevelopment Plan 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 (NJSA 40A:12A-1 et seq.). However, any proposed changes in permitted uses, intensity of development (incl., but not limited to building height), or design concepts detailed in this Redevelopment Plan shall require notice and public hearings in the same manner required of the adoption of the original plan.

#### 7.8 — Conflict

If any word, phrase, clause, section or provision of this Redevelopment Plan is found by a court or other jurisdiction to be invalid, illegal or unconstitutional, such word, phrase, clause, section or provision shall be deemed severable and the remainder of this Redevelopment Plan shall remain in full force and effect.

## Appendix A: Resolution 20-038

**BOROUGH OF KEANSBURG  
MONMOUTH COUNTY, NEW JERSEY**

**RESOLUTION NO. 20-038**

**RESOLUTION OF THE BOROUGH OF KEANSBURG, DETERMINING WHETHER ALL PROPERTIES IDENTIFIED IN BLOCKS 7, 8, 10, 11, 12, 13, 14 AND 52 (HEREINAFTER REFERRED TO AS “THE STUDY AREA”) BE DESIGNATED AS AN AREA IN NEED OF NON-CONDEMNATION REDEVELOPMENT IN ACCORDANCE WITH THE LOCAL REDEVELOPMENT AND HOUSING LAW, N.J.S.A. 40A:12A-1 ET SEQ.**

**WHEREAS**, the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. (“Redevelopment Law”), authorizes municipalities to determine whether certain parcels of land located therein constitute areas in need of redevelopment; and

**WHEREAS**, on July 17, 2019, the Borough Council (“Council”) of the Borough of Keansburg (“Borough”) adopted Resolution 19-098, authorizing and directing the Planning Board of the Borough (“Board”) to undertake a preliminary investigation and redevelopment study to determine whether all properties, identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52, thereof (“Study Area”), meet the criteria set forth in the Redevelopment Law and should be designated as a Non-Condemnation Redevelopment Area, as that term is defined by the Redevelopment Law; and

**WHEREAS**, the Board conducted a preliminary investigation of the Study Area to determine whether it should be designated as a Non-Condemnation Redevelopment Area in accordance with the criteria and procedures set forth in N.J.S.A. 40A:12A-5 and 40A:12A-6; and

**WHEREAS**, as part of its preliminary investigation, the Board caused Stan Slachetka, P.P., AICP, from T&M Associates, the Board’s Consulting Planner, to prepare a Redevelopment Study & Preliminary Investigation Report (“Redevelopment Study”) for the Board for its consideration in determining whether the Study Area should be designated a Non-Condemnation Redevelopment Area; and

**WHEREAS**, in addition to the foregoing, Mr. Slachetka prepared a map showing the boundaries of the proposed redevelopment area and locations of the parcels or properties included therein, along with a statement setting forth the basis for its investigation in accordance with N.J.S.A. 40A:12A-6(b) (1); and

**WHEREAS**, a public hearing was conducted by the Board on March 9, 2020, with notice having been properly given pursuant to N.J.S.A. 40A:12A-6(b) (3); and

**WHEREAS**, at the public hearing, the Board reviewed the Study Area, the map and associated documents, and heard testimony from Mr. Slachetka and others; and

**WHEREAS**, at the public hearing, members of the general public were given an opportunity to be heard and to address questions to the Board concerning the potential designation of the Study Area as a Non-Condensation Redevelopment Area; and

**WHEREAS**, after completing its investigation and public hearing on this matter, the Board concluded that there was sufficient credible evidence to support findings that satisfy the criteria set forth in the Redevelopment Law, particularly at N.J.S.A. 40A:12A-5 et seq., for designating the Study Area as a Non-Condensation Redevelopment Area and that said designation is necessary for the effective redevelopment of the area comprising the Study Area; and

**WHEREAS**, in accordance with the Redevelopment Law and as memorialized by resolution on April 20, 2020 (attached as Exhibit A), the Board recommended to the Borough Council that all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 be designated as a Non-Condensation Redevelopment Area; and

**WHEREAS**, the Borough Council considered the Board's recommendation at its scheduled public meeting on April 22, 2020; and

**WHEREAS**, the Borough Council accepted the recommendation of the Planning Board to declare the Study Area as a Non-Condensation Redevelopment Plan.

**NOW, THEREFORE, BE IT RESOLVED** that the Borough Council of the Borough of Keansburg, County of Monmouth, State of New Jersey accepts the recommendation from the Planning Board of the Borough of Keansburg and finds that all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 as shown on the official tax map of the Borough of Keansburg be and are hereby deemed to be a Non-Condensation Redevelopment Area pursuant to the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq.; and

**BE IT FURTHER RESOLVED**, that the designation of all properties identified in Blocks 7, 8, 10, 11, 12, 13, 14 and 52 as a Non-Condensation Redevelopment Area shall **not** authorize the Borough, acting as the duly authorized redevelopment entity, to exercise the power of eminent domain to acquire any property in the Study Area; and

**BE IT FURTHER RESOLVED**, that the Borough hereby reserves all other authority and powers granted to it under the Redevelopment Law; and

**BE IT FURTHER RESOLVED**, that the Clerk of the Borough of Keansburg shall forthwith transmit a copy of the within Resolution to the Commissioner of the Department of Community Affairs for review; and

**BE IT FURTHER RESOLVED**, that within ten (10) days of the Borough Council's adoption of the within Resolution, the Clerk of the Borough of Keansburg shall serve notice of the Borough Council's determination and a copy of this Resolution upon all record owners of property within the Non-Condensation Redevelopment Area, those whose names are listed on the tax assessor's records, and upon each person who filed a written objection thereto and stated,

in or upon such written submission, an address to which notice of the determination and Resolution may be sent; and

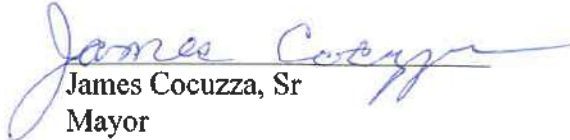
**BE IT FURTHER RESOLVED**, that such notice shall be in a form consistent with the requirements of N.J.S.A. 40A:12A-5(e) (i) and (ii); and

**BE IT FURTHER RESOLVED**, that this Resolution shall take effect immediately.


ATTEST:

BOROUGH COUNCIL OF THE  
BOROUGH OF KEANSBURG

  
\_\_\_\_\_  
Jo-Ann O'Brien  
Deputy Municipal Clerk

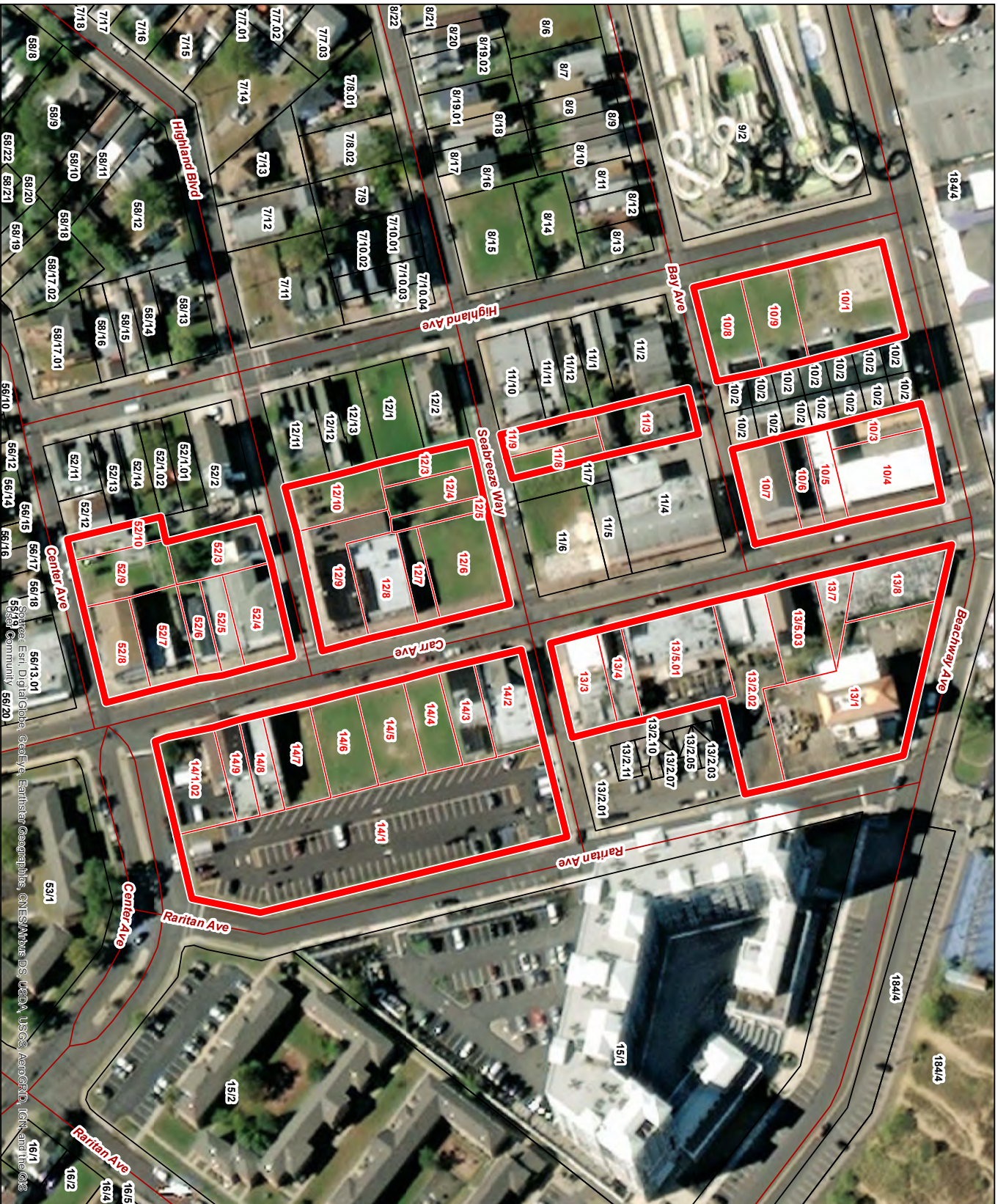
  
\_\_\_\_\_  
James Cocuzza, Sr  
Mayor

	Moved	Seconded	Ayes	Nays	Absent	Abstain
Ms. Ferraro			✓			
Mr. Tonne			✓			
Mr. Hoff	✓		✓			
Mr. Foley		✓	✓			
Mr. Cocuzza			✓			

**CERTIFICATION**  
I, Jo-Ann O'Brien, Clerk of the Borough of Keansburg, in the County of Monmouth, New Jersey, do hereby certify that the foregoing is a true copy of a resolution duly adopted by the Borough Council at its regularly scheduled public meeting on April 22, 2020.  
  
\_\_\_\_\_  
Jo-Ann O'Brien  
Deputy Municipal Clerk

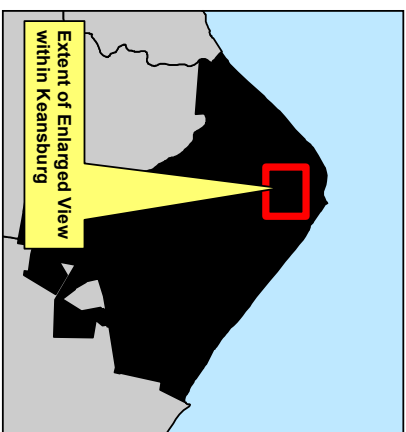
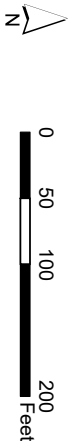
## Appendix B: Aerial Mapping





## Aerial Imagery Carr Avenue Corridor Redevelopment Plan Area Borough of Kearsburg, Monmouth County, New Jersey

- Redevelopment Plan Area
- Parcels in Redevelopment Plan Area
- Parcel Boundary (Block/Lot)
- Roadway Network



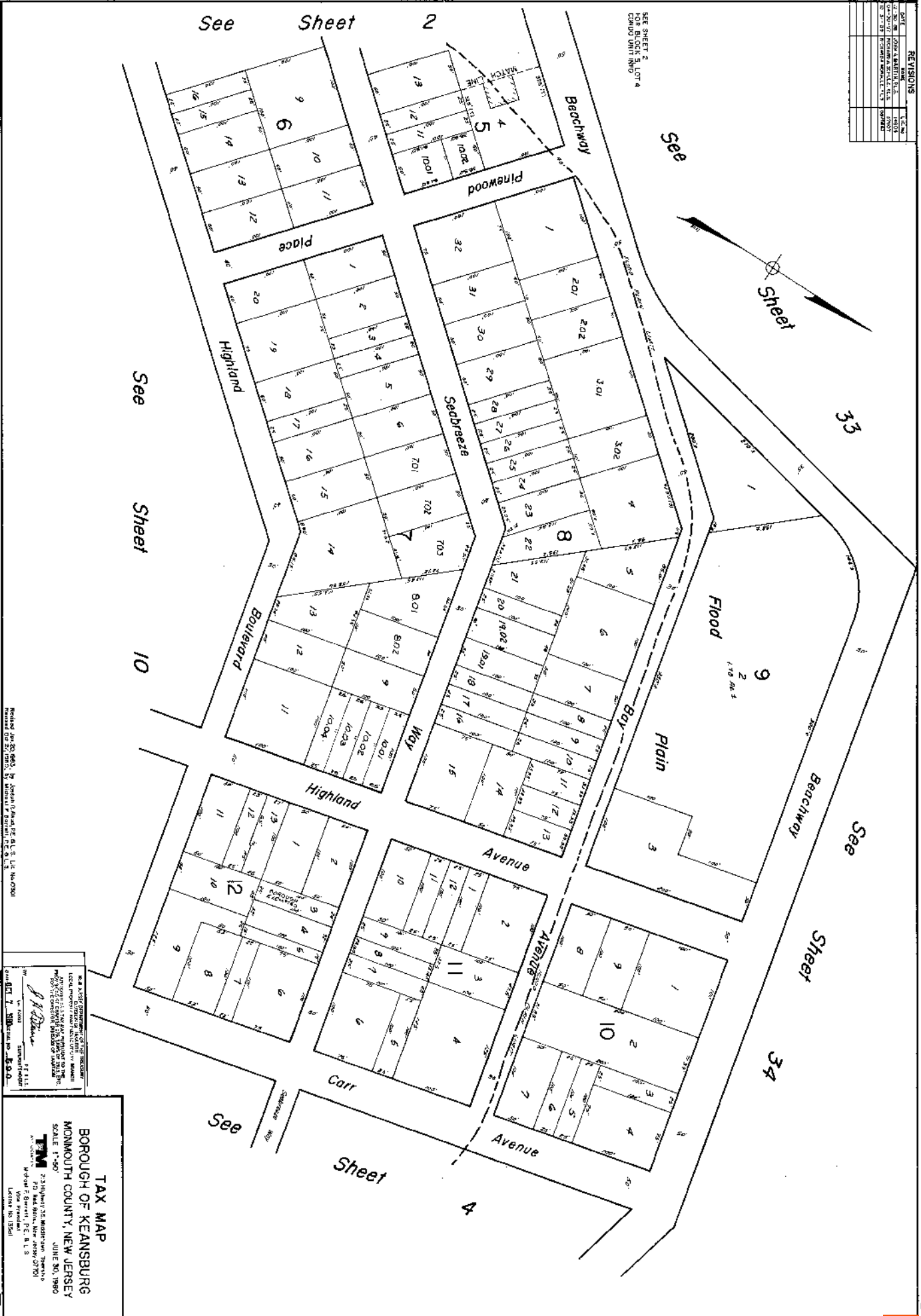
T&M Associates  
11 Tindall Road  
Middletown, NJ 07748  
Phone: 732-671-6400

Prepared by: RED, 6/24/2021  
Source: NUDF; NUDOT; NJGIN;  
Monmouth County; Borough of Kearsburg  
T&M File Path: G:\Projects\KMBG\1507\GIS\Projects\Appendix B for Phase 2.mxd

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 NUDF and is not State-authorized.

## Appendix C: Tax Map

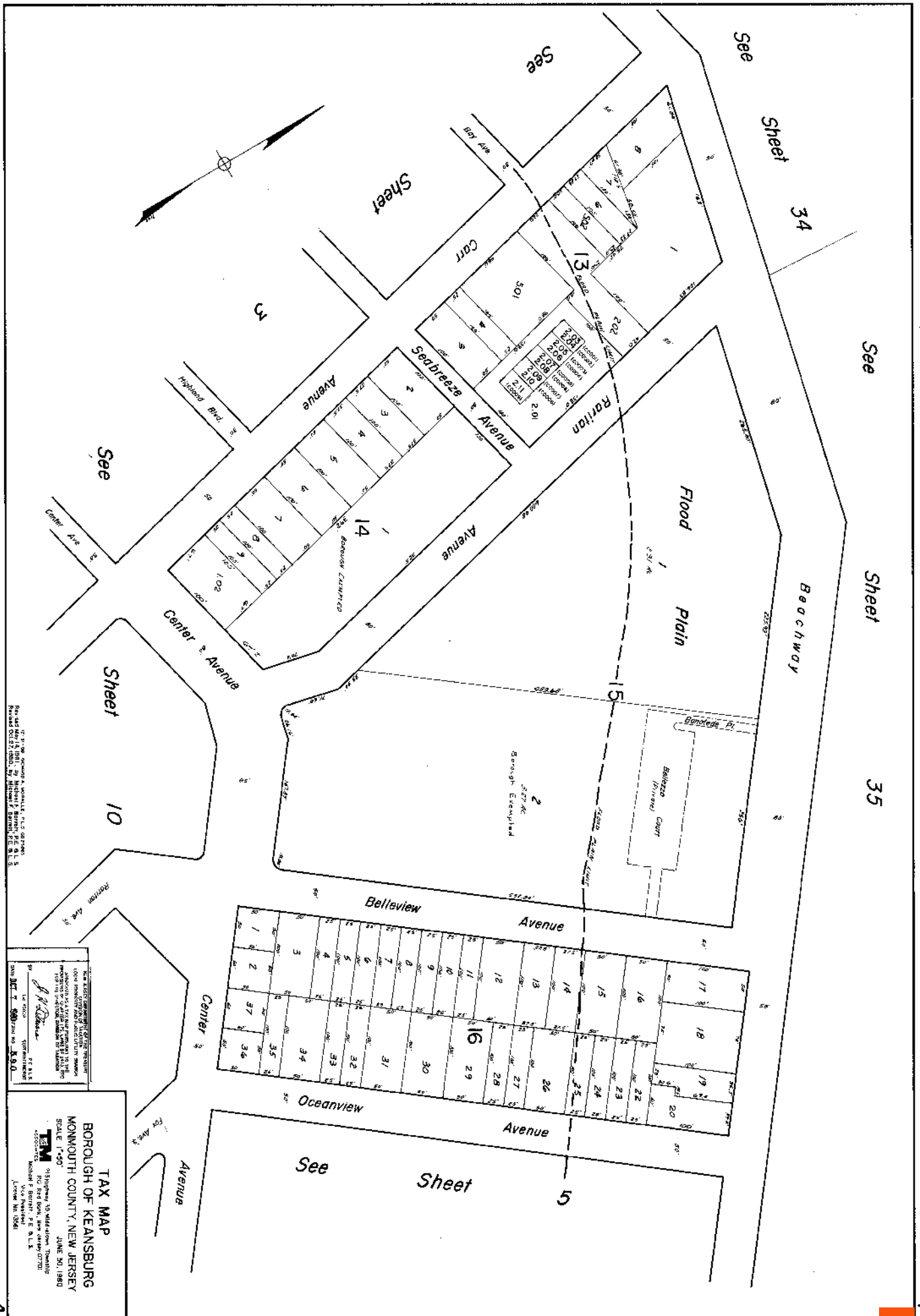
REVISIONS			
DATE	BY	DESCRIPTION	SCALE
12-17-11	J. H. ...	...	...
12-17-11	J. H. ...	...	...
12-17-11	J. H. ...	...	...



Revised Jan 20, 1983, by Joseph P. ...  
 Revised Oct 20, 1983, by Joseph P. ...

STATE OF NEW JERSEY  
 DEPARTMENT OF TREASURY  
 TAX MAP DIVISION  
 17114  
 17114  
 17114

**TAX MAP**  
**BOROUGH OF KEANSBURG**  
**MONMOUTH COUNTY, NEW JERSEY**  
 SCALE 1"=50'  
 JULY 30, 1980  
**T.M.**  
 213 Highway 35, Middletown, New Jersey  
 270 East Main, New Jersey 07001  
 License No. 15381

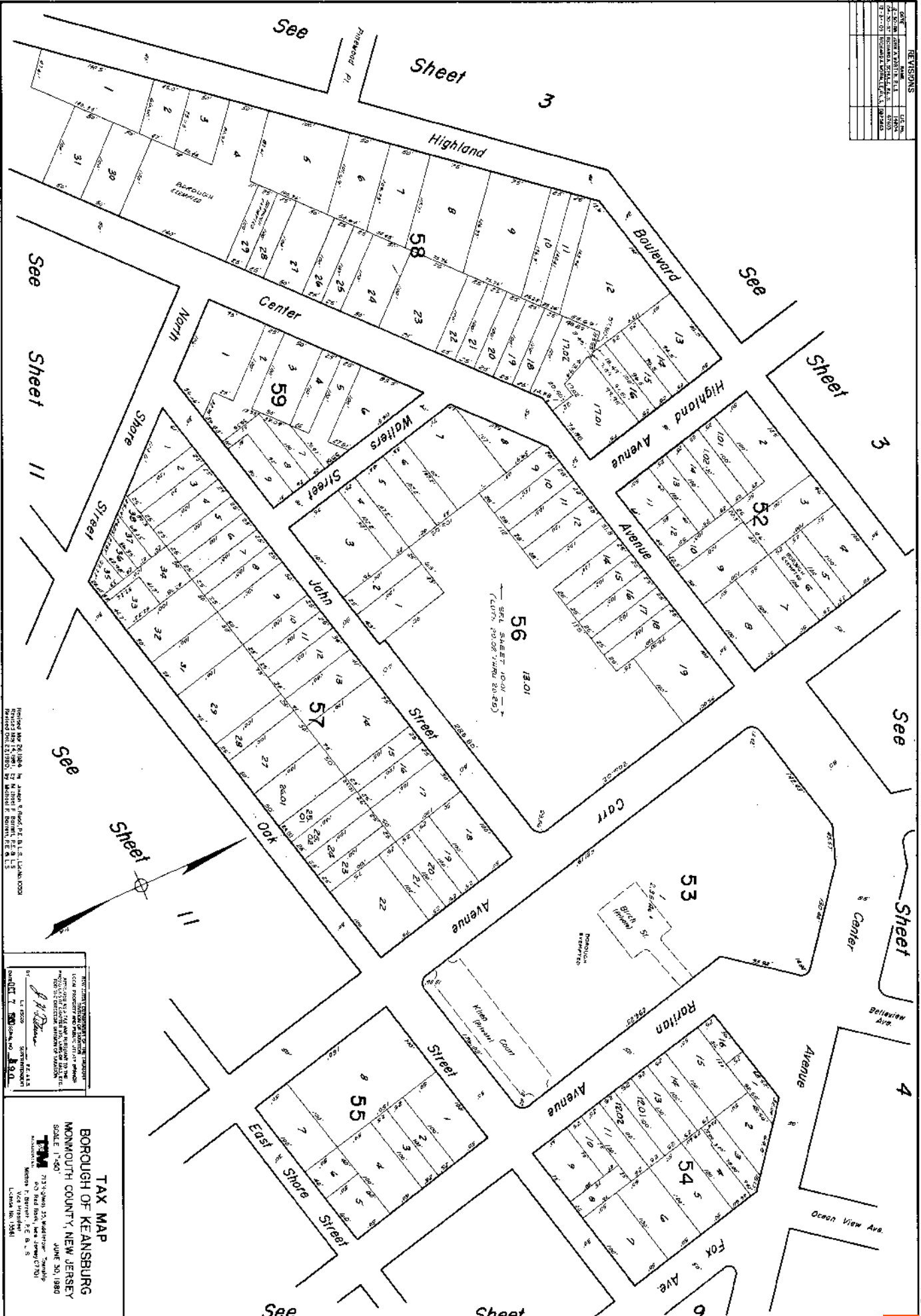


17-11-79 MICHAEL A. WOODLEY, P.L.S. DESIGNER  
 FOR USE ONLY IN CONNECTION WITH THE BOROUGH OF KEANSBURG  
 MONMOUTH COUNTY, NEW JERSEY  
 PROJECT NO. 17-11-79

THE STATE DEPARTMENT OF TREASURY  
 LOCAL PROPERTY TAX MAPS AND RECORDS DIVISION  
 MONMOUTH COUNTY, NEW JERSEY  
 17-11-79  
 DATE DEC 7 1980  
 SCALE 1"=50'  
 SHEET NO. 10

**TAX MAP**  
**BOROUGH OF KEANSBURG**  
**MONMOUTH COUNTY, NEW JERSEY**  
 SCALE 1"=50'  
 JUNE 30, 1980  
 1515 Highway 10, Wildwood, New Jersey 08095  
 PHONE 908-328-1234  
 FAX 908-328-1235  
 LORING M. SISKI

REVISIONS	
NO.	DATE
1	12/15/80
2	1/15/81
3	2/15/81
4	3/15/81
5	4/15/81
6	5/15/81
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99	2/15/89
100	3/15/89



Prepared and Published by James & Shoop, P.E., S.L.S., L.A.S., L.P.S.  
 Revised from 11, 1980, by M. J. Shoop, P.E., S.L.S., L.A.S., L.P.S.  
 Printed on 11/15/80 by M. J. Shoop, P.E., S.L.S., L.A.S., L.P.S.

RECORDING INFORMATION: This map is recorded in the Office of the County Clerk, Monmouth County, New Jersey, under the name of the Borough of Applegack, New Jersey, and the title of the recording instrument is as follows:  
 1. L.S. 15000  
 2. S.L.S. 15000  
 3. L.A.S. 15000  
 4. L.P.S. 15000

**TAX MAP**  
**BOROUGH OF APPLEGACK**  
**MONMOUTH COUNTY, NEW JERSEY**  
 SCALE 1"=40'  
 JUNE 30, 1980  
 M. J. Shoop, P.E., S.L.S., L.A.S., L.P.S.  
 1117 1/2 Street, Applegack, New Jersey 07724  
 Monmouth County, New Jersey  
 L.S. 15000

## Appendix D: Building Renderings and Models

# CARR AVENUE - BLOCK 11



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KEANSBURG WATERFRONT  
REDEVELOPMENT

SACKMAN  
NEW JERSEY

BARTON PARTNERS  
urban design + architecture + interiors

# CARR AVENUE - BLOCK 11





# CARR AVENUE - MODEL VIEWS



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# CARR AVENUE - MODEL VIEWS



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**SACKMAN** NEW JERSEY  
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REDEVELOPMENT**

# CARR AVENUE - MODEL VIEWS



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# CARR AVENUE - MODEL VIEWS



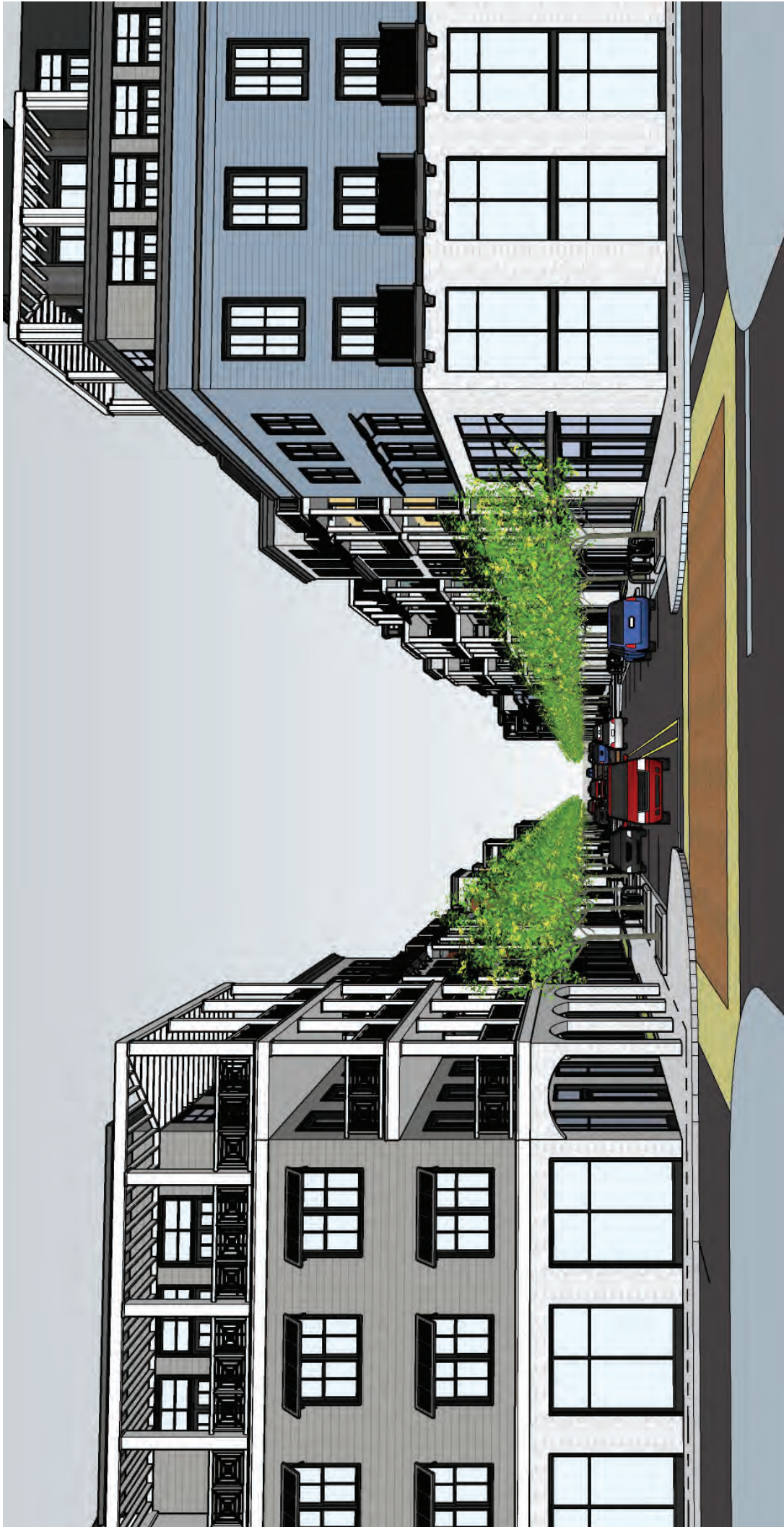
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# CARR AVENUE - MODEL VIEWS

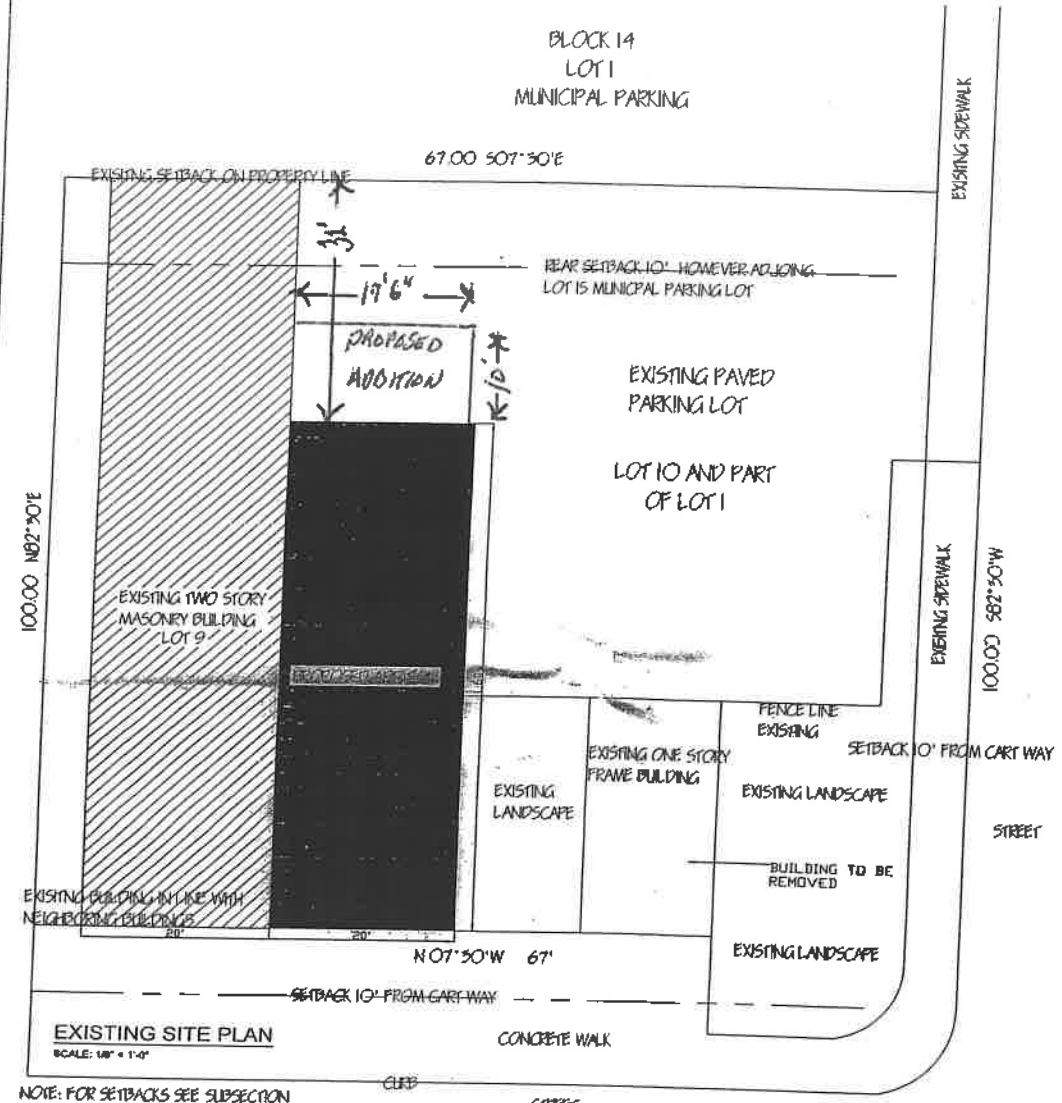


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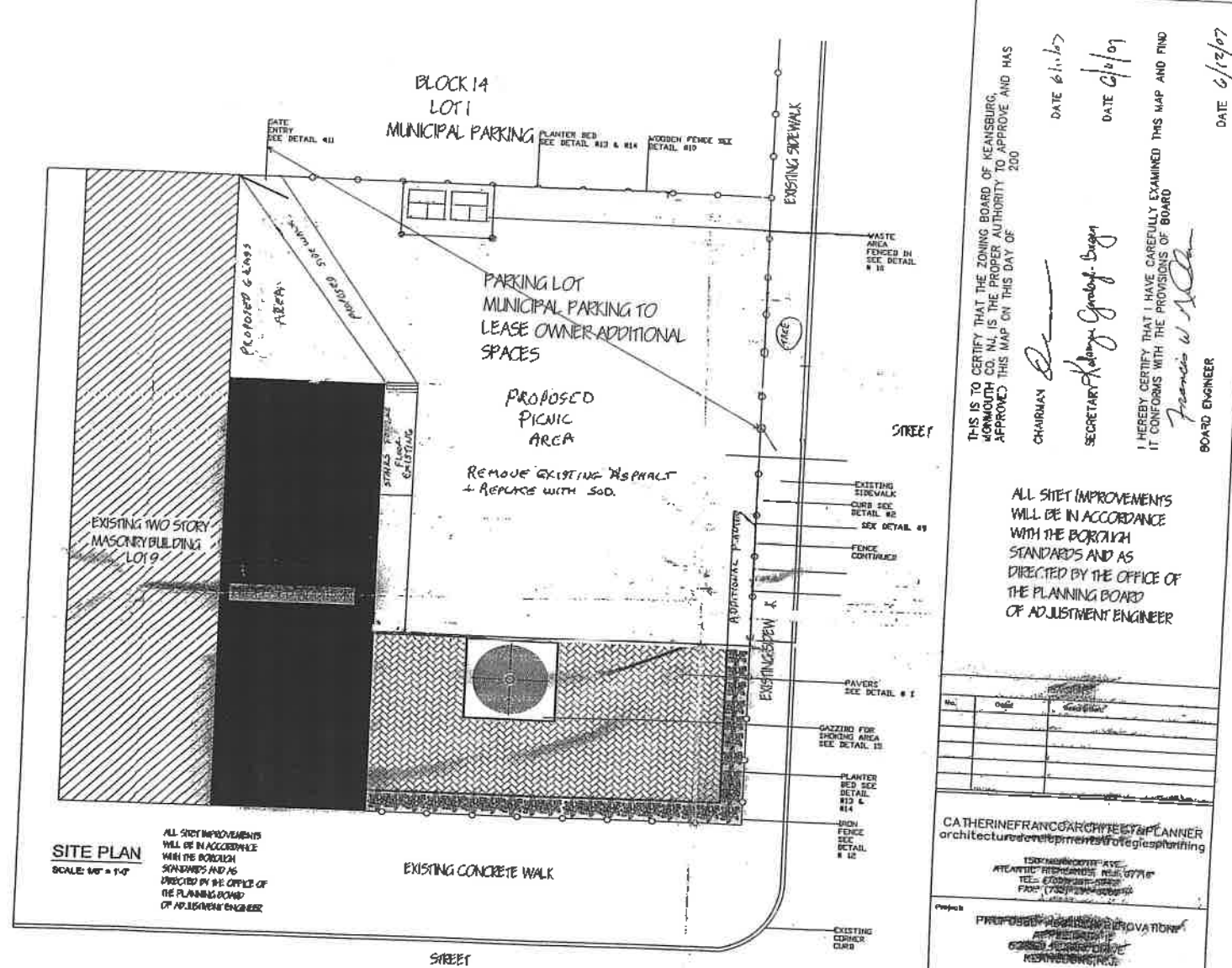
# CARR AVENUE - MODEL VIEWS



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NOTE: FOR SETBACKS SEE SUBSECTION 22-8.4A(1) BUILDING DESIGN STANDARDS - THERE ARE NO SET BACKS LISTED FOR SIDE YARDS IN KEANSBURG BUILDING STANDARDS



SITE PLAN  
SCALE: 1/8" = 1'-0"

ALL SITE IMPROVEMENTS WILL BE IN ACCORDANCE WITH THE BOROUGH STANDARDS AND AS DIRECTED BY THE OFFICE OF THE PLANNING BOARD OF ADJUSTMENT ENGINEER

THIS IS TO CERTIFY THAT THE ZONING BOARD OF KEANSBURG, MONMOUTH CO. NJ, IS THE PROPER AUTHORITY TO APPROVE AND HAS APPROVED THIS MAP ON THIS DAY OF 06/11/07

CHAIRMAN  
SECRETARY  
I HEREBY CERTIFY THAT I HAVE CAREFULLY EXAMINED THIS MAP AND FIND IT CONFORMS WITH THE PROVISIONS OF BOARD

DATE 6/11/07  
DATE 6/11/07  
DATE 6/12/07

BOARD ENGINEER

ALL SITE IMPROVEMENTS WILL BE IN ACCORDANCE WITH THE BOROUGH STANDARDS AND AS DIRECTED BY THE OFFICE OF THE PLANNING BOARD OF ADJUSTMENT ENGINEER

No.	Page	Revision

CATHERINE FRANCO ARCHITECT & PLANNER  
architectural developments of landscapes & planning

1200 HIGHLAND AVE  
ATLANTIC HIGHLANDS, NJ 07716  
TEL: 609-281-2800  
FAX: 609-281-2800

Proposed: PROPOSED HOUSING DEVELOPMENT  
APPROVED FOR THE  
CARRINGTON HOME  
NEIGHBORHOOD

Owner: MFR PROPERTIES, LLC  
5701 MONMOUTH RD  
WEST ALLENBORO, NJ 07711

Site Work: SITE WORK

Project No: 0847  
Scale: SEE DRAWING  
Date: 06/04-07

CATHERINE FRANCO, AIA  
NS' PP 5416  
Drawn by: T.J.L.  
Rev. No.: SW001

60-62 CARR AVE.

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