



# NORTH MIDDLETOWN

REDEVELOPMENT PLAN

TOWNSHIP OF MIDDLETOWN, NEW JERSEY



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## INTRODUCTION

The revitalization, continued growth, and sustainability of neighborhood commercial areas and residential neighborhoods are key components of the Township of Middletown's long term goals. To better complement and sustain this growth and development, the Township has declared the North Middletown Redevelopment Area an "Area in Need of Redevelopment."

The North Middletown Redevelopment Area is situated along Port Monmouth Road and Ocean Avenue. Surrounding the site is neighborhood commercial and residential uses. The vision for this area is to create a mixed use building with retail and townhouse house style residential units on the ground floor and apartment style residential units on the upper floors. The "arts and crafts" style of some of the homes found in the surrounding neighborhood was used as inspiration for the design standards and concept plan within the Plan.

The redevelopment area consists of Block 70, Lots 1, 2, and 3 and is approximately 26,000 square feet in area. The Township Committee adopted a resolution formally designating the area on August 18, 2014.



*Aerial of Redevelopment Area*



## STATUTORY REQUIREMENTS

According to the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1, et seq.), the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project 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 project area;
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market;
4. An identification of any property within the redevelopment area proposed to be acquired in accordance with the redevelopment plan;
5. Any significant relationship of the redevelopment plan to:
  - a. The master plans of contiguous municipalities;
  - b. The master plan of the County in which the municipality is located; and
- c. The State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985, C398 (C52:18A-196 et al.).
6. As of the date of the adoption of the resolution finding the area to be in need of redevelopment, an inventory of all housing units affordable to low and moderate income households, as defined pursuant to section 4 of P.L. 1985 c.222 (C.52:27D-304), that are to be removed as a result of implementation of the redevelopment plan, whether as a result of subsidies or market conditions listed by affordability level, number of bedrooms, and tenure.
7. A plan for the provision, through new construction or substantial rehabilitation of one comparable, affordable replacement housing unit for each affordable housing unit that has been occupied at any time within the last 18 months, that is subject to affordability controls and that is identified as to be removed as a result of implementation of the redevelopment plan.



## PLAN PRINCIPLES

- Development of townhouse and apartment style housing.
- Creation of a walkable and pedestrian friendly commercial environment with sidewalks and residential porches and stoops.
- Redevelopment of underutilized sites at the intersection of Port Monmouth Road and Ocean Avenue.
- Construction of well-designed integrated mixed use development including retail at the corner of Ocean Avenue and Port Monmouth Road and parking located in the rear.
- Promotion and encouragement of the arts and crafts style throughout the design of the building.
- Consideration of context and neighborhood character through site development including future development along Port Monmouth Road.



## GOALS AND OBJECTIVES

- To improve the North Middletown neighborhood with new mixed use development that will improve the surrounding area.
- To improve the utilization of land which can be more effectively redeveloped and/ or rehabilitated for community benefit.
- To promote economic development and broaden the Township's tax base.
- To improve the neighborhood retail area located at Port Monmouth Road and Ocean Avenue.
- To encourage mixed use development.
- To provide for a safe pedestrian environment within the residential neighborhood and along Port Monmouth Road and Ocean Avenue.
- To utilize a Form Based Code style regulations to provide understandable and predictable developments.
- To enhance the existing neighborhood by implementing design standards that are influenced by the "arts and crafts" style.
- To encourage developers to meet sustainable/ green standards.



## RELATIONSHIP OF PLAN TO TOWNSHIP LAND DEVELOPMENT REGULATIONS

The Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. Any deviation from permitted use standards, or height of a principal structure standards which would result in a "d" variance shall be addressed as an amendment to the Plan. The Board of Adjustment shall not have authority to allow deviations which would result in a "d" variance. The Planning Board shall have power to grant relief from other bulk and dimensional requirements of this Plan to the same extent as the Board may grant relief from bulk and dimensional requirements pursuant to the N.J.S.A. 40:55D-70c.

All exceptions or waivers from design standards from the requirements for site plan or subdivision approval shall be within the jurisdiction of the Township Planning Board.

All development, with the exception of one and two family homes where permitted, must be approved by the Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified by N.J.S.A. 40:55D, et seq.

Final adoption of this Redevelopment Plan by the Township Committee shall be considered an amendment to the Township Zoning Ordinance and Official Zoning Map.

Unless otherwise noted, definitions in this Plan are consistent with the Township's Zoning and Land Use Ordinance.



# LAND USE PLAN

## Principal Permitted Uses:

First Floor Only: Eating and Drinking Establishments; Office; Retail Sales and Services; Financial Institutions. Drive-thru uses are not permitted.

All Floors: Townhouse and Apartment Residential

## Permitted Accessory Uses:

Parking; Signage; Any other uses customarily incidental and accessory to the principal use.

## Additional Requirements

Each individual use on the ground floor is required to have its own primary entrance on the street/ right of way.

Townhouse residential uses are required to have a covered porch and/or stoop at their ground floor entrances. Common area entrances for multiple units are excluded from this requirement.

Amenity spaces, rooftop terraces, mechanical equipment, and stairwells shall be permitted to extend no more than 10 feet above the required maximum height.

First floor residential units are required to be one foot above the FEMA flood elevation. Retail areas are encouraged to implement flood resiliency techniques in areas below the FEMA flood elevation.

## Bulk Standards:

<i>Minimum Lot Size:</i>	25,000 sf
<i>Maximum Height:</i>	3 stories, 40 ft.
<i>Minimum Height:</i>	2 Stories
<i>Min Setback from Public ROW:</i>	10'-0"
<i>Max Setback from Public ROW:</i>	20'-0"
<i>Min Other Lot Line Setbacks:</i>	10'-0"
<i>Min Stepback @ 3<sup>rd</sup> floor:</i>	2'-0"
<i>Ground Floor Height (from grade):</i>	15'-0"

## Parking Standards

The following parking standards apply to the Redevelopment Area.

- Residential Dwelling Unit: 1.5 spaces per unit
- Parking lots shall be set back a minimum of 5'-0" from the rear and side yards. A buffer area consisting of both vegetation, such as hedges or shrubs, and approved fencing is required between all parking lots and property lines.
- No parking is permitted between the street ROW and the building.

## Design Standards

These design standards shall be considered site plan standards. Deviations shall be considered design standard waivers. The design standards apply to any development in the Redevelopment Area.

### General

- The intent of these design standards is to incorporate “arts and crafts” style elements throughout the design. New buildings shall be encouraged to utilize the “arts and crafts” style and design vocabulary that includes but is not limited to:
  - Low-pitched roof lines, gabled or hipped roof
  - Prominent overhanging eaves,
  - Exposed rafters or decorative brackets under eaves
  - Front porch beneath extension of main roof
  - Tapered, square columns supporting roof
  - Double-hung windows with clerestory
  - Hand-crafted stone or woodwork
  - Mixed materials throughout structure
- New buildings shall relate to public streets, both functionally and visually. The primary orientation of a building shall not be towards a parking lot.
- The appearance of all sides of buildings is important. It may be desirable to develop alternative entries. Therefore,

guidelines for the fronts of buildings shall also apply to other sides.

- Ground floor uses of buildings are encouraged to be uses which generate the greatest amount of pedestrian activity, such as retail, restaurants or service uses along Port Monmouth Road and Ocean Avenue.
- Ground level covered porches are required for all residential entrances along Port Monmouth Road and Ocean Avenue.
- Retail entrances are encouraged to have canopies above storefronts consistent with the residential covered porches.
- The type, shape, pitch, texture and color of roof surfaces visible from the street shall be architecturally compatible with the “arts and crafts” style, material, colors and details. Roof forms are required to be gable with a pitch no more than 6:12. Rooftop elements (e.g. HVAC, antennas), stairwells, and amenities located on the roof shall be screened from the public right-of-way and are permitted to have flat roofs.
- All pedestrian entryways and/or lobbies shall be prominent, well-lit and separate from service entrances.
- In residential development, outside storage of materials and personal belongings of residents shall be prohibited.
- All storage of refuse and recyclable materials shall be maintained within the confines of an enclosed building or structure and shall be reasonably accessible for vehicular

collection on the site. Such facilities are required to be screened with vegetation and/or shrubs.

- Every effort shall be made to make utilities as visually unobtrusive as possible.
- Meters and access panels shall be integrated with street and building design.
- To the extent permitted by public utilities, transformers and generators shall be screened from public view.
- Generators are required to be utilized for life safety and common areas.
- Public art is encouraged in locations along the retail frontage of Ocean Avenue and Port Monmouth Road.

#### *Parking Design*

- All 90 degree parking spaces shall be a minimum of 9 feet in width by 18 feet in depth.
- Aisles shall be a minimum of 24 feet in width.

#### *Architectural Standards*

- The exterior walls of buildings shall not have large blank or featureless expanses. No blank walls may be constructed that are larger than 25 feet in length facing a right of way.

- Awnings, canopies, and/or balconies are permitted and shall only extend a maximum of 3 feet from the exterior wall into an established setback.
- The use of real materials, rather than imitations such as brick/natural stone veneer, is encouraged. Vinyl siding, plastic roof tiles, thin brick veneer or EIFS (Exterior Insulation Finish Systems) are prohibited at ground level and discouraged on upper floors facing public right-of-ways. The use of natural stone is encouraged, especially at the foundation.
- Materials used near sidewalks and adjacent to the entrance shall be durable and compatible with other building materials.
- Air conditioning units should not be placed into windows or any other openings visible from the street. Units located in non-window openings are not permitted.
- Foundation exposure shall be limited to a maximum of 48 inches above grade.
- Loading and service areas where required shall be integral to building design and screened from public view. These areas, especially areas used to store garbage, must be fully screened on all sides by fencing and/or landscaping.
- Chain link fences are not permitted as fencing materials.
- At first floor retail and food-related uses, at least 60% of their surface area between 18 inches and 8 feet shall be glazed, and

the visible light transmittance of that glazing shall be at least 70%.

- The maximum height of the sill above the sidewalk shall be 18 inches for retail and food related uses.
- Exterior security grates are prohibited.
- Openings for windows and windowpanes shall have a vertical dimension greater than or equal to the horizontal dimension.
- Windowsills shall project a minimum of 2 inches from the building face.
- Windows are encouraged to have a clerestory feature common in “arts and crafts” style buildings.
- Dormers and low hung gable roofs are encouraged at the third floor.
- All lintels shall extend a minimum of 4 inches beyond the edge of the opening.
- All gabled roofs ends shall have eaves. Eaves shall be continuous, unless overhanging a balcony or porch.
- Balconies and rooftop terraces are encouraged, especially when water views can be obtained from higher floors and the roof.
- Rooftop appurtenances, including architectural features, are permitted, as long as their highest points are no more than 10 feet above the maximum overall height of the building, and as long as the total areas enclosed by the outer edges of the

appurtenances, measured at the maximum overall height of the building, does not exceed 10 percent of the total horizontally projected roof area of the building.

- Stairs and elevator penthouses which project above the maximum height of the building shall count toward the 10% allowance. Parapet walls and equipment screens which project above the maximum overall height of the building shall also count toward that 10% allowance.

#### *Green/Sustainable Standards*

- Green Sustainable building, design (including LEED) and storm water technology shall be incorporated, to the extent feasible.

#### *Signage*

- Each use is permitted to have 2 signs per frontage. One wall sign is permitted within the natural signage band of the building and the other is permitted to be a blade sign not to exceed 6 square feet in area.
- Total signage shall not exceed 60 square feet per use.
- Permitted signage types include:
  - Wall signs
  - Blade signs
  - Address signs
  - Window signs

- Window signs are permitted to be up to 25% of the overall window area and is included within the maximum 60 square feet of signage permitted. Window glazing may include such information as business hours, location, and contact information.
- No neon light signs or blinking signs are permitted.
- Signage shall be internally illuminated or lit by external gooseneck fixtures placed above the sign.

## Streetscape Standards

### *Sidewalks, Porches & Stoops*

- Sidewalks are required to be a minimum of 6 feet and maximum of 10 feet along Bay Avenue, Ocean Avenue and Port Monmouth Road.
- Sidewalks are required to extend the entirety between the curb and retail frontage, allowing for outdoor cafes and other active streetscape features.
- Sidewalks shall be provided to all entrances of all buildings, which are set back from street.
- Sidewalks shall be constructed of solid and durable materials, such as poured concrete, concrete pavers or stone, according to industry standards.
- Curbing shall be constructed of either granite, concrete or Belgium block with a minimum exposed face of 6 inches wide along all streets.
- Porches and stoops are permitted to encroach into a required yard up to 6 feet.

### *Street Lighting*

- Light fixtures shall be consistent with Township approved fixtures permitted in the surrounding neighborhood.
- Illumination shall be consistent throughout the Area.

- Street lights shall be coordinated with other street furniture and street trees.
- Street lights are required to be located every 30 feet along Port Monmouth Road, Ocean Avenue, and Bay Avenue.

### *Street Furniture*

Street furniture is designed to provide visual unity, elegance and calm to the streetscape. The quality and placement of street furniture should enhance the pedestrian experience and reinforce the overall design theme of the Area.

In general, all elements of street furniture should be organized and coordinated to be both functional and attractive. Street furniture should be regularly spaced and aligned with the street trees and street lights, whenever possible. Elements should be placed in logical locations, such as near major entranceways or crosswalks. Street furniture should in no way inhibit circulation.

The following are recommended styles and suppliers of street furniture, as well as specific details and allocation guidelines.

- Benches

Benches shall be approximately 72 inches in length and 32 inches high. Benches are encouraged in appropriate locations along Ocean Avenue and Port Monmouth Road. Benches shall

be located adjacent to the curb line. Benches shall be secured permanently.

- **Tree Grates**  
Tree grates are required for all street trees. Tree grates shall be 4 feet x 4 feet and set parallel and flush with the curb line. Tree grates shall be made of heavy grade, cast iron or cast aluminum of black or dark gray finish or recycled polygrate plastic. The center hole shall be expandable to accommodate tree growth. The initial center hole shall be a minimum of 12 inches in diameter.
- **Trash & Recyclable Receptacles**  
Trash and recyclable receptacles at a minimum, are required at each corner of all intersections. Trash receptacles shall be 24 or 36 gallon.
- **Bicycle Racks**  
Bicycle racks are required along Ocean Avenue and Port Monmouth Road and located where appropriate. Bike racks shall be securely fastened to the sidewalk. Bike rack locations shall not interfere with pedestrian circulation.

### *Street Trees*

Street Trees and plantings are an important component of the streetscape and are designed to improve the character of the neighborhood. Street trees are to be coordinated and maintained as an urban forest to improve air and water quality, reduce noise and light pollution and promote the health and well-being of people. Trees shall not be within the site triangles of intersections or driveways.

Ocean Avenue, Port Monmouth Road and Bay Avenue shall be planted with street trees spaced 30 feet apart. Street tree and plant specifications along Port Monmouth Road are required to be consistent with the Monmouth County Road Plan and Monmouth County Development Regulations Section 5.5. Street trees and plants along Ocean Avenue and Bay Avenue are required to be consistent with the Township of Middletown Development Regulations Section 16-645. All street tree selection shall be consistent with the Monmouth County Department of Public Works and Engineering, Division of Shade Tree "Suggested Trees for Monmouth County."



## CONCEPT PLAN

As part of redevelopment plan, a conceptual plan was developed to illustrate how the bulk, design, and streetscape standards can be implemented. The concept plan takes into consideration the use of the “arts and crafts” style incorporating such elements as:

- Low-pitched roof lines, with gabled roof
- Prominent overhanging eaves
- Exposed rafters and decorative brackets under eaves
- Front covered porch and stoops
- Tapered, square columns supporting roof
- Double-hung windows with clerestory
- Hand-crafted stone or woodwork
- Mixed materials throughout structure

The concept plan includes a 38,000 square foot, three (3) story mixed use building with 1,700 square feet of retail at the corner of Ocean Avenue and Port Monmouth Road and residential on all floors. Eight (8) Townhouse style units have been placed on the ground floor with individual entrances on the street. A common entrance for twelve (12) upper level apartments has been located along Ocean Avenue (20 residential units in total).

A rooftop terrace has been included at the corner of Ocean Avenue and Port Monmouth Road. Balconies and dormers have been incorporated into the third floor design as well.

Parking and garages are located in the rear of the building with access along Bay Avenue.

This section is intended to be illustrative of some of the potential development that could be produced by this plan.



Conceptual Site Plan



## Overall Concept



**Ocean Avenue Retail**



**Ocean Avenue Facade**



**Port Monmouth Road Retail**



**Residences along Port Monmouth Road (looking towards Bay Avenue)**



**Residences along Port Monmouth Road (looking towards Ocean Avenue)**



**Residences along Ocean Avenue**



**Rear Elevation (from Bay Avenue)**

## RELATIONSHIP TO OTHER PLANS

### **Township of Middletown Master Plan, 2014 Reexamination Report**

The Plan is consistent with and particularly relevant to the objectives within the Township of Middletown's 2014 Reexamination Report. The Report addresses post Sandy resiliency and measures the Township is taking to mitigate from future storms as well as the continued redevelopment of areas throughout the Township.

The Report acknowledges the North Middletown Redevelopment Study that was subsequently completed stating as a goal "the need to reinforce the long-term stabilization of the North Middletown neighborhood..." The North Middletown Neighborhood Revitalization Strategy is referenced, which acts as a background study to the Township's overall Master Plan in establishing policies for the long-term stabilization of the neighborhood, particularly regarding housing rehabilitation, public facility needs, and infrastructure improvements.

### **North Middletown Neighborhood Preservation Program Work Plan (2009)**

The North Middletown Neighborhood Preservation Program Work Plan presents an overview of the North Middletown target neighborhood in terms of geographic boundaries, history, and demographic, housing, and employment conditions; provides a

summary of the public participation and planning process that took place with the neighborhood residents and local officials; and presents a Budget for the grant funding with identified objectives and activities.

The mission statement includes several goals including:

- Create a Safe, Crime-Free Neighborhood Environment
- Build a Sense of Community
- Upgrade Condition of Properties
- Improve the Quality and Appearance of the Neighborhood Business District

### **Monmouth County Master Plan Update, 2013 Draft**

In 2013, the Monmouth County Planning Board and the Division of Planning staff commenced the third comprehensive update to the Master Plan of Monmouth County. Recognizing that municipalities have largely established their individual character and now aspire to maintain and enhance their identities, the master plan update focuses on redevelopment, revitalization and rediscovery of communities

throughout the County. Encouraging mixed use developments and neighborhood character.

The master plan update's purpose includes:

- Pivot to redevelopment, revitalization, and rediscovery
- Consolidate prior planning efforts
- Provide a planning tool that can be easily integrated into municipal master plans
- Provide a live platform for current planning and demographic information
- Improve and expand the coordination between government jurisdictions and stakeholders
- Addresses topical planning issues (stabilized growth, coastal development, etc.)
- Encourage investment and reinvestment in efficient and responsible land use
- Recommend ways to preserve and enhance the quality of life for residents and businesses as we plan for sustainable prosperity

The draft update includes 3 overall goals principals, and objectives:

- Promote a comprehensive approach to planning and coordinate these efforts among all levels of government and with our community stakeholders.

- Promote the protection and conservation of natural and cultural resources.
- Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, and visit.

### **State Strategic Plan**

The Final State Strategic Plan, released in October of 2011, outlines goals and principles for targeting investment and growth in the State of New Jersey. This Redevelopment Plan is consistent with the stated goals and objectives of the State plan. Specifically, this Plan is exemplary of the guiding principle of 'spatial efficiency', which will help guide state decision making. "Spatial Efficiency: The State of NJ will place value on the economic, social and environmental benefits of investing in areas where infrastructure already exists in an effort to control long-term costs of public services, re-invigorate existing communities, and protect important natural resources."

The State Strategic Plan also identifies Garden State Values, many of which are consistent with this Plan. For instance, Garden State Value #1 is to concentrate and mix uses, while Garden State Value #2 is to prioritize redevelopment and infill development around existing infrastructure.

The State Plan also notes that priority areas targeted for investment and growth should be those which create compact livable communities that will attract business and workers, and efficiently use infrastructure.

Although the specific areas to be targeted as priorities for investment and growth have yet to be named, this Plan fits the criteria that are recommended by the State Strategic Plan as an area to be targeted for strategic investment.



## **ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS**

### **Duration of Redevelopment Plan**

The Redevelopment Plan shall remain in effect for 30 years from the date of adoption of this Plan by the Township Committee. After that period, the Zoning Ordinance will regulate the development of the site.

### **Amending the Redevelopment Plan**

This Redevelopment Plan may be amended from time to time in compliance with the requirements of law.

### **Property Acquisition**

This area has been designated a “non-condemnation” redevelopment area.

### **Relocation**

No relocation is necessary.

### **Affordable Housing**

No affordable housing units are identified to be removed as part of the implementation of this Redevelopment Plan.