



RED BANK

WATERFRONT REDEVELOPMENT PLAN

FALL 2019 GRADUATE COMPREHENSIVE PLANNING STUDIO

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PREPARED FOR

The Borough of Red Bank, New Jersey

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ACKNOWLEDGMENTS

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A special thank you to the Planning and Zoning Department of the Borough of Red Bank, particularly Glenn Carter, PP, AICP

SECTION 1

INTRODUCTION



The area examined in this plan, henceforth referred to as the “Waterfront Area” is a half-mile stretch of land from Front Street to the Navesink River. Starting at Maple Avenue in the west, it extends to the Riverview Medical Center in the east. As a focus of this plan, the area was selected for its strategic location and potential for connecting the active downtown core to public amenities along the river.

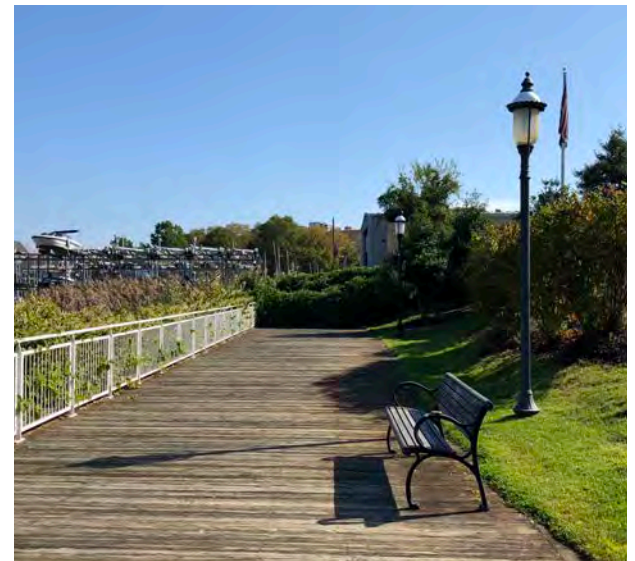
As part of Red Bank’s commercial core, the Waterfront Area is characterized by mixed land uses and some access to the riverfront. Accordingly, the specified area along Front Street, Broad, and the Navesink River is home to numerous retail options, restaurants, and maritime functions. Bookending the Waterfront Area on the east, the Hackensack Meridian’s Riverview Medical Center owns a significant amount of waterfront property that borders Irwin Marine. The area is also home to much marine commercial activity: boating clubs and nautical businesses occupy a great deal of property behind Front Street and characterize the waterfront visually and culturally. As Red Bank continues to develop, so does the need for cohesion

between new development, current businesses, and the future vision for the waterfront. To meet this need, the overarching goal of this plan is to facilitate development that realizes the full potential of the riverfront and its surrounding commercial areas.

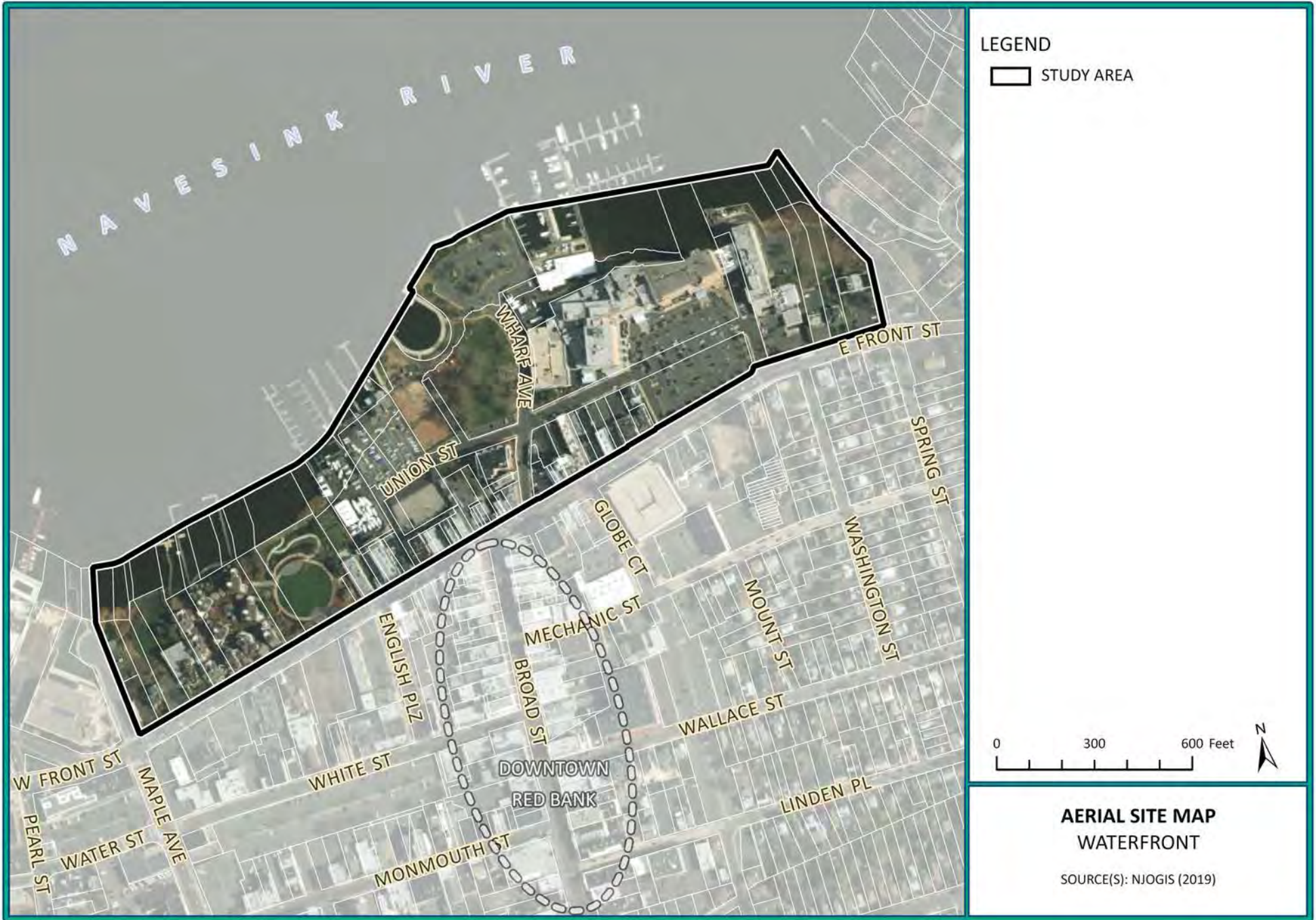
To meet revitalization goals, this plan analyzes current conditions in the Red Bank Waterfront Area as a foundation for subsequent recommendations and strategies. Strategies will work towards building a vision for Red Bank as a thriving commercial and recreational destination that is well connected both visually and physically to the Navesink River.



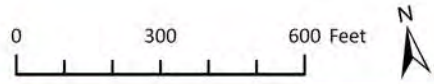
Monmouth Boat club viewed from Union Street.



Board walk at Riverside Gardens Park.



LEGEND
 [] STUDY AREA



**AERIAL SITE MAP
 WATERFRONT**

SOURCE(S): NJOGIS (2019)

WATERFRONT AREA AERIAL

A photograph of a marina with many sailboats and buildings in the background. The sailboats are in the foreground, with their masts and rigging visible. Behind them is a dark wooden building, and further back are several multi-story brick and white buildings. The sky is clear and blue. The text "SECTION 2 EXECUTIVE SUMMARY" is overlaid in the center of the image.

SECTION 2

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This plan seeks to facilitate the realization of the “Broad to the River” connection, a goal that has been widely discussed by the community of Red Bank for decades. Indeed, past proposals for this connection have been submitted to the Borough by various property owners. The vision has been described as a physical and visual link between the commercial spine of Broad Street and the Navesink River. The intent is to create a strong draw to the downtown commercial area, provide access to public amenities along the Navesink River, and highlight the unique character of Red Bank as a whole.

Four key objectives guide the recommendations and strategies that will facilitate the creation of this connection:

1. Open a clear view and access point to the river at the intersection of Broad and Front Streets.
2. Stimulate downtown economic activity by encouraging development of appropriate uses.
3. Enhance waterfront amenities to attract Red Bank residents to the waterfront and adjacent commercial corridors, especially Broad Street.
4. Improve pedestrian and bicycle infrastructure on Boat Club Court and establish it as a gateway that will encourage foot traffic activity around the waterfront.



Broad Street in downtown Red Bank

As it currently exists, the intersection of Broad Street and Front Street provides no visual or physical connection to the riverfront. Instead, access is hindered by seven privately-owned lots on Front Street containing commercial buildings. The creation of a single, large pathway providing pedestrian and bike access from Broad Street to the river is suggested, in addition to small feeder pathways on streets adjacent to Broad Street.

The Waterfront Area also presents an opportunity for transformative economic revitalization for downtown Red Bank. Through the development of appropriate uses, the Borough can stimulate downtown economic activity. To meet this goal, the Borough should create a commercial corridor that extends from Broad Street to the Marine Park and boat clubs. The corridor would support vibrant mixed-use developments that combine varied uses within the same buildings such as: offices, retail shops, restaurants and residential units. To support these mixed-use activities, the Borough should provide amenities that enhance the commercial corridor. This would include creating a public plaza that serves as a pathway for pedestrians to move between downtown Red Bank and the river. Amenities on the plaza should combine a pedestrian and bicycle pathway with community gathering

spaces to encourage greater foot traffic to and from the downtown area. To attract use, the following amenities can be installed on the plaza: community fire-pits, tables and chairs for public seating, visually attractive and adaptable lighting, trees and planters to provide greenery, and art exhibition space.

To lead the creation of the commercial corridor, the Borough should designate a key portion of the Waterfront Area as a Redevelopment Area, and accordingly create a Redevelopment Plan to promote physical development most conducive to the defined goal. The proposed Redevelopment Area would be comprised of eight lots located adjacent to Front Street, overlooking Broad Street. Creating a Redevelopment Plan is justified by the Local Redevelopment and Housing Law (LRHL) (N.J.S.A. 40A:12A-7), which lists eight criteria for determining whether an area is eligible for designation. The study team has assessed that the lots identified meet two of these conditions: 1) lots are generally small and narrow and, 2) are characterized by diverse ownership. It is recommended that the Borough conduct a redevelopment study to assess whether the defined area does indeed meet the criteria outlined in the LRHL.

To attract residents and visitors to the beautiful waters of the Navesink, it is proposed that the Borough create a consecutive path along the waterfront in the area between Riverview Medical Center and the Red Bank Public Library. The recommended path would have a width of 15 feet, similar to that of the Riverside Gardens Park. It would span half a mile between Riverview Medical Center and the public access point adjacent to Maple Avenue. Private ownership on waterfront land currently presents considerable challenges to creating a public path along the riverfront. Thus, it is recommended that the Borough acquire easements to meet this goal.

Providing greater accessibility will also require improving pedestrian and vehicular infrastructure on Boat Club Court. Before investing in expensive permanent changes to the road, the Borough can apply simple tactical urbanism tools. This will enable observations of pedestrians and vehicular movements around the area. Based on observed behavior, the Borough can determine what physical changes to Boat Club Court best promote pedestrian access and safety.



**SECTION 3
EXISTING CONDITIONS**

Broad St

LAND USE

HISTORICAL LAND USE

Because of its unique location along the Navesink River and its proximity to New York City as a port, Red Bank's Waterfront Area has a rich history of commercial and maritime use. Throughout the first half of the 20th century, Red Bank thrived due to commercial and manufacturing businesses along Front Street that extended to the waterfront. Following the dredging of the Navesink River in 1845, Red Bank became a prominent port. The Waterfront Area was a gateway to Manhattan and Red Bank's surrounding region, driving a significant portion of the Borough's economic growth. It consequently developed heavy industries along the riverfront that served the surrounding region, including ship making, coal and lumber yards, and canning. Within the defined Waterfront Area, many of the historical industrial uses were situated north of Front Street.

While the area still remains a lively, commercial core of Red Bank, it has been shaped by numerous economic and industrial shifts throughout the 20th century. Beginning in the 1920s, the Waterfront Area's heavy industries were phased out and some structures were eventually left vacant. During the economic recession of the 1980s, many of the businesses within the Waterfront Area

faltered. Despite this, the area still features many of the iconic uses that were present throughout its history including restaurants, maritime businesses and clubs.

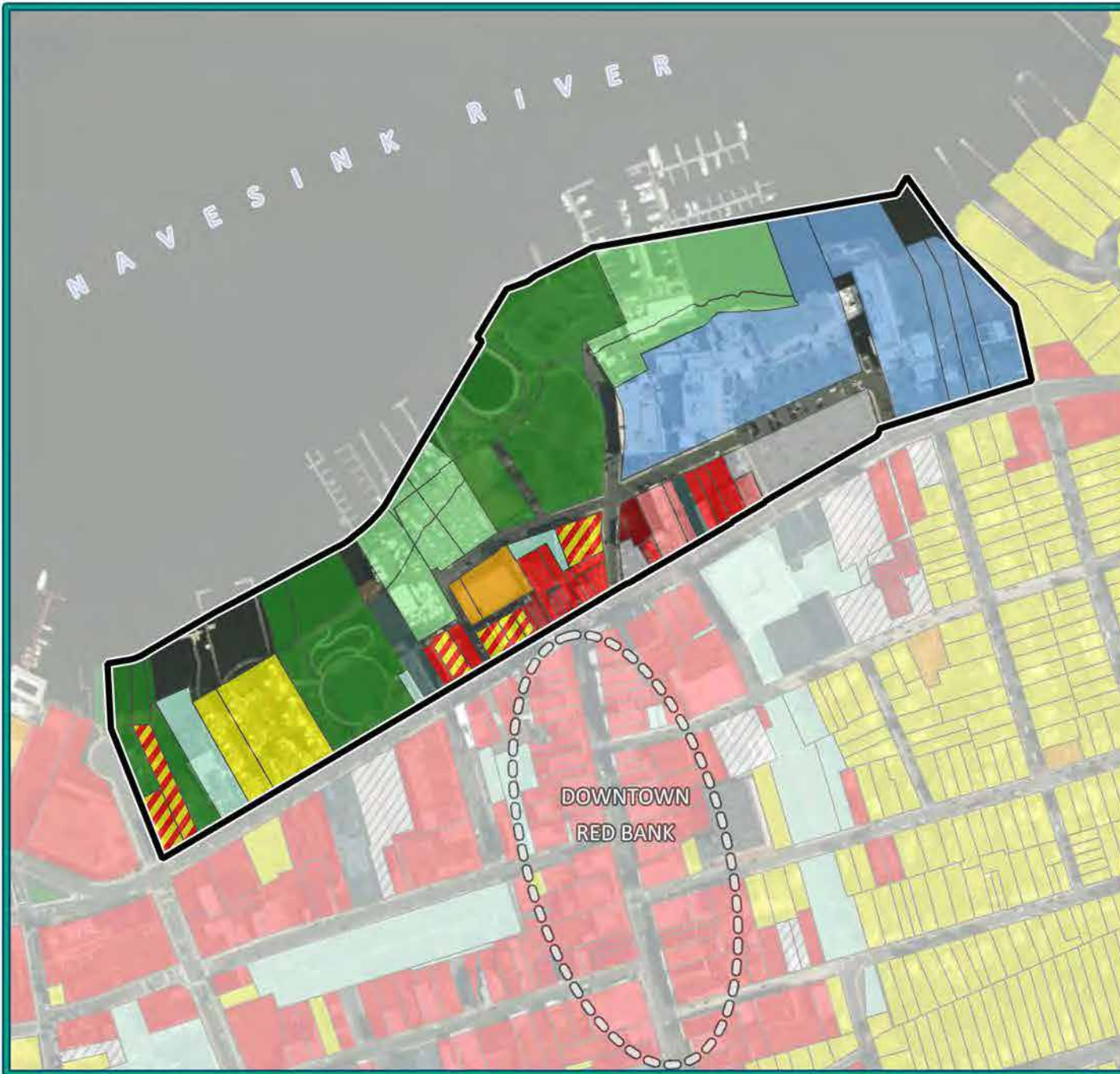
Red Bank's arts and cultural history is just as prominent as its history as a port city. This is reflected in the many theaters and restaurants that had been located along Front Street, including the grand Lyceum and Palace theaters. The hospitality industry in the Waterfront Area was also significant throughout the first half of the 20th century: numerous hotels were situated alongside barber shops, produce stores, launderers, and liquor stores. This mix of businesses was characteristic of Red Bank from its establishment to the first half of the 20th century when uses became more regulated along their compatibility.



Late 1800s: Canning Factory located at the present-day waterfront tennis courts. Source: Eileen Moon, *Legendary Locals of Red Bank, New Jersey*



Downtown Red Bank, early 20th century. Source: Eileen Moon, *Legendary Locals of Red Bank, New Jersey*.

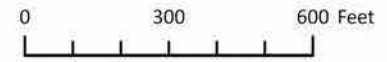


LEGEND

STUDY AREA

LAND USE

- RESIDENTIAL (1-4 FAMILY)
- MULTI-FAMILY RESIDENTIAL
- MIXED-USE
- COMMERCIAL - GENERAL
- COMMERCIAL - RESTAURANT
- COMMERCIAL - OFFICE
- MEDICAL
- PARKING
- RELIGIOUS/INSTITUTIONAL
- PUBLIC PROPERTY
- PARKS AND RECREATION
- MARINA
- VACANT



**EXISTING LAND USE
WATERFRONT**

SOURCE(S): NJGIS (2019); MOD-IV TAX DATA (2018)

CURRENT LAND USE

As part of Red Bank's commercial core, the Waterfront Area is characterized by mixed land uses and some access to the riverfront. Accordingly, the specified area along Front Street, Broad, and the Navesink River is home to numerous retail options, restaurants, and maritime functions. The waterfront also contains medical services through the Hackensack Meridian's Riverview Medical Center as well as some residential buildings.



Commercial uses on Broad Street.



Union Street Village condominiums.

Downtown Red Bank is primarily commercial, with few residential uses contained within the Waterfront Area. As multifamily buildings, these residential uses adhere to a metropolitan aesthetic and density. Some options, including apartment units above Jersey Strong Gym and the Power Center, are contained within mixed-use buildings and are accompanied by businesses on the ground floor.

Condominiums and townhomes are located at Union Street Village, the Bluffs, and Corinthian Cove. Union Street Village contains eight urban style luxury duplex condominiums overlooking the river on Wharf Avenue. The condominiums are valued at \$680,000 on average for two bedrooms, 2.5 baths, and two sub-level parking spaces. The Bluffs are 20 high-end multi-level condominiums adjacent to Riverside Gardens Park. Amenities at the Bluffs include an outdoor community pool as well as a private slip for each household. Adjacent to the Bluffs are six luxury townhomes at Corinthian Cove. Each townhome contains three to four bedrooms, fireplaces, a garage, and a private elevator. The properties mentioned are regarded as high end, exclusive residences. For those developments, exclusive access to the river is provided by docks that interfere with public access paths.

INSTITUTIONS

Medical Services

The Waterfront Area is home to the Hackensack Meridian's Riverview Medical Center, a private nonprofit, short term acute care hospital on the eastern end of the Waterfront Area. As a large medical services provider, the hospital owns a significant portion of property within the Waterfront Area including waterfront property bordering Irwin Marine. Additionally, a handful of medical and dental offices surround Riverview, creating a pocket of medical services that serve Red Bank and the surrounding region.

As a large employer and service provider in the area, Riverview attracts traffic to the eastern end of the Waterfront Area. Consequently, Riverview visitors and employees frequently utilize vehicle parking, commercial areas, and the parks within the Waterfront Area. Although Riverview provides parking lots around the medical center, visitors and employees use the publicly available parking along Wharf Ave and Union Street.

As a nonprofit hospital, Riverview is obligated under the Affordable Care Act to develop a Community Health Needs Assessment

(CHNA) every three years. The process is meant to encourage hospitals to extend their services and sphere of influence beyond their brick and mortar functions to serve the communities in which they are located.

Riverview Medical Center is required to assess community health needs, consider community input, and document their CHNA findings and recommendations. Riverview's most recent CHNA for Monmouth County, released in 2016, identified the following health needs:

- nutrition, physical activity, and weight
- diabetes
- heart disease and stroke
- substance abuse
- mental health
- access to healthcare services
- cancer
- respiratory diseases
- injury and violence

Elk's Lodge

Located along the eastern side of Riverside Gardens Park on West Front Street, the Elks Lodge is a members-only chapter of the Benevolent and Protective Order of Elks, an American fraternal order. As a service-oriented social club, it contributes to special needs services for children and adults, supports military and veterans, and invests in youth activities such as recreation, education, and scholarship programs. The Lodge property holds a single-story building and large backyard that extends to the riverfront. As an institution with waterfront access adjacent to two public parks, the Elk's Lodge was identified as an important stakeholder in the effort to provide pedestrian and bike access to the waterfront.



Riverview Medical Center. Source: <https://hmmaestro.org/locations/riverview-medical-center/>



Red Bank Elks Lodge located on West Front Street.

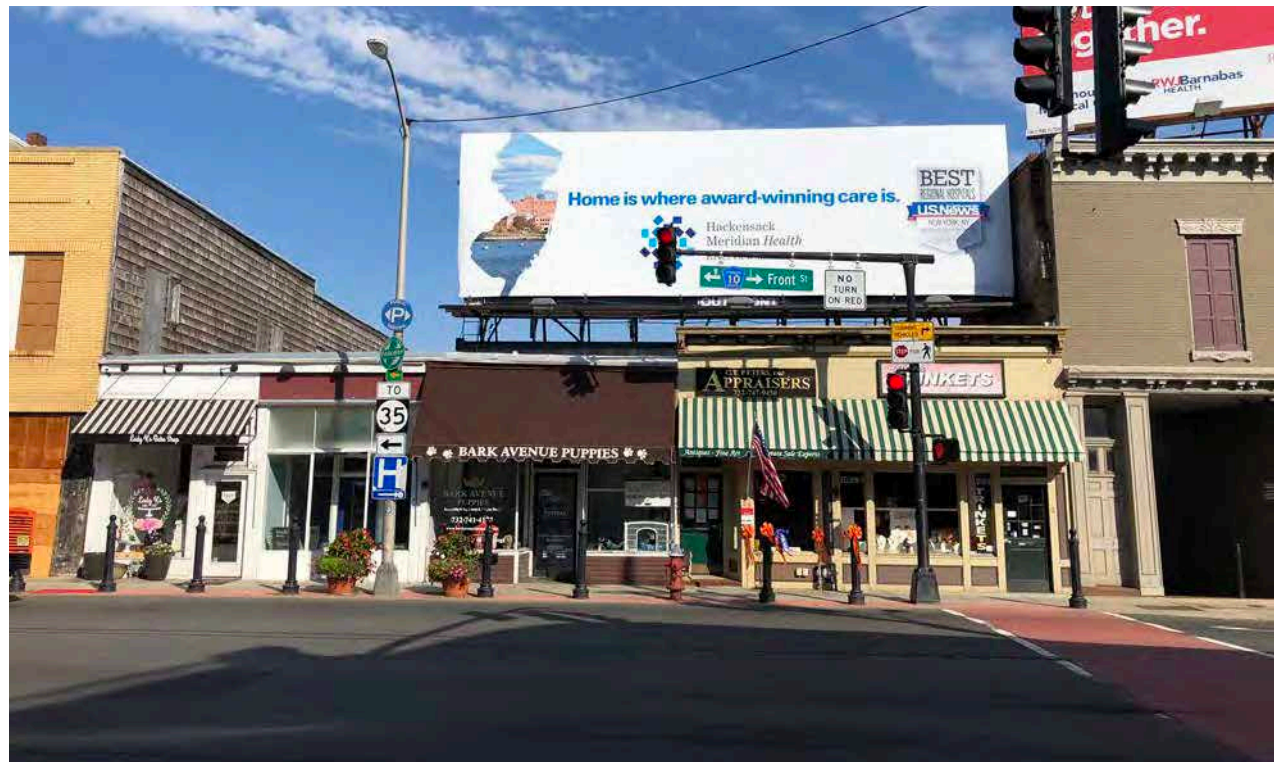
COMMERCIAL

Street Front

The Waterfront Area is heavily commercial with access to a variety of retail stores, most of which are small, single story businesses at the the ground-floor level. Commercial activity includes jewelry, pet sales, barbering, food, and fitness. Notable businesses at the intersection of Broad Street and Front Street are:

- Bark Avenue Puppies
- Seldin's Trinkets and Jewelry
- Billy's Barber Shop
- CT Peters Inc. Appraisers
- Resources Real Estate
- Lady K Bake Shop

Many businesses along Broad Street offer high-end shopping and dining, while the portion of Front Street in the Waterfront Area is comprised of a variety of small businesses that provide special occasion, less frequently used products and services. Bark Avenue Puppies, Resources Real Estate, and CT Peter's Inc. Appraisers are among such businesses.



Commercial buildings on Front Street viewed from Broad Street.

Historic Boat Clubs and Marina

The Waterfront Area is home to a significant amount of marine activity. Red Bank's history as a successful port and manufacturing district encouraged this activity for centuries. In present day, maritime activities are comprised of recreational sailing and water sports. In fact, institutions with private and semi-private slips and docks occupy a significant portion of Red Bank's northern waterfront, such as the Irwin Marine, the Monmouth Boat Club, and the North Shrewsbury Ice Boat and Yacht Club.



The Irwin Marine, with two locations along the Navesink River, provides multiple marina slips, boat rentals and shares, and storage and maintenance services. The marina is enclosed by chain-link fencing and can be seen from either end of Marine Park. Access is restricted to members and customers at both locations.

The historic Monmouth Boat Club is located on the western end of Marine Park, just north of Broad Street. Founded in 1879, the boat club is considered to be one of the oldest clubs in the country. Listed in the National Register of Historic Places, the "club house," a three-story, clapboard style shingled building, was built in 1895 and has been standing ever since. The building incurred some damage during Hurricane Sandy but fortunately, structural advantages allowed it to withstand more serious damage. In addition to its historical significance, the club is home to a community of boat sailors, rowers, kayakers and paddle boarders residing within and outside of Red Bank. The club rests on the river bank,

North Shrewsbury Ice Boat and Yacht Club and Monmouth County Boat Club.

Sailing on the Navesink River. Source: Eileen Moon, *Legendary Locals of Red Bank, New Jersey*.



Monmouth Boat club viewed from Union Street.

allowing members access to river-side amenities year-round. Activities offered by the club include sailing instruction, community gatherings and events, sailboat racing in the summer, and ice-boating during the winter months. Accessible only to members, the site is bounded by chain-link fencing.

Sharing a one-acre lot with the Monmouth Boat Club is the North Shrewsbury Ice Boat and Yaht Club. According to the North Shrewsbury Ice Boat & Yacht Club, the club is the “longest standing active iceboat club in the world that has its own club house.” Listed in the New Jersey Register of Historic Places, the Ice Boat club house is a smaller building located alongside the larger Monmouth Boat Club house. The two buildings share similar aesthetics of red brick and masonry style.

Red Bank’s boating clubs and businesses add to the unique visual character and culture of the Waterfront Area. For this reason, they have been identified as important stakeholders in the effort to provide public access to the waterfront.

OPEN SPACE

Within the Waterfront Area, the Borough of Red Bank owns two clearly defined areas of public open space: The Marine Park and

Riverside Park. The two parks are regularly used for public events such as weekly summer movies, food festivals and pop-ups, and art events. Although the parks offer public access to waterfront views, they do not currently permit public access to slips or beaches.

Marine Park

Marine Park is a 4.3-acre park located along the Navesink River, behind Front Street, and adjacent to the Irwin Marine, Monmouth Boat Club, and Hackensack Meridian Health Riverview Medical Center. The site’s nautical character is defined not only by the views to the river but also the neighboring marinas and boats nested on river. The park features a short boardwalk along the Navesink, benches, a playground, and parking. As the first phase of the park’s Improvement Plan, Marine Park now includes a new restroom facility and pump stations. These improvements were made as revitalization efforts following flood damage from Hurricane Sandy.

The park and its surrounding parking are utilized by Red Bank residents, Riverview employees, and visitors. During weekday work hours, daycares in the area use the park playground. During warmer weather, the open space hosts public events including concerts and festivals. For the second phase of Marine

Park’s improvement plan, the Borough hired park consultant Kimley Horn to develop a master plan for future park improvements that will expand public access. Following completion of the master plan in 2018, the Borough is currently considering next steps for implementation.



Marine Park’s festival programming. Courtesy of John T. Ward.

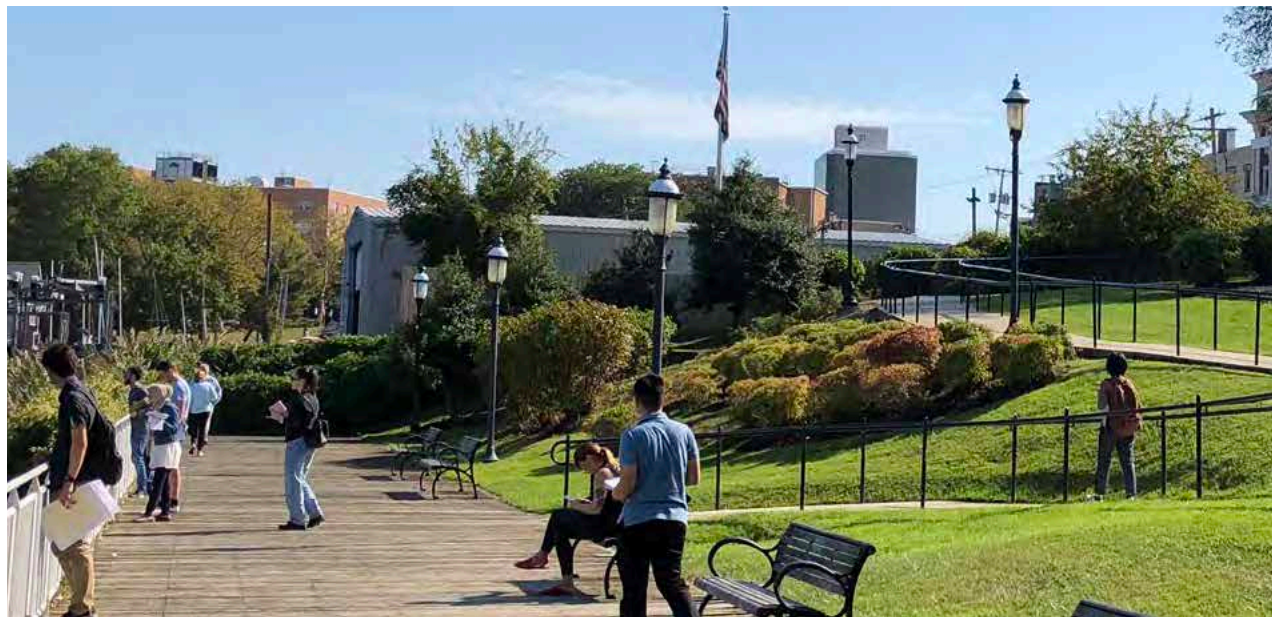
Riverside Gardens Park

Riverside Gardens Park is a 1.2-acre public park off West Front Street. The site features a winding sloped path and stairs that lead to the Navesink River waterfront. At the water’s edge, a short boardwalk and benches

provide views to the river. Supported through partnerships with the library and PARK kitchen, the park often hosts community events.

Within the park, PARK kitchen, a self-declared “purpose-driven kitchen adaptable to all culinary occasions” arranges food pop-ups, cooking classes, and dinner parties on their patio space overlooking the river. Along the park’s western boundary, a path winds through pedestals that feature weekly stories from popular children’s books. Known as the “Story Walk,” this installation was created by the Red Bank Public Library to remind park-goers that the library is available to them just a few doors down.

Marine Park and Riverside Gardens Park both serve as flexible community gathering spaces and access points to the waterfront. Yet, despite being within half a mile of each other, the parks are not connected along the river. They are separated by the Monmouth Boat Club, Irwin Marine, and the North Shrewsbury Ice Boat Club that occupy waterfront between them.



Views of Riverside Gardens Park

PROPOSED PROJECTS

While limited in number, the scope of development projects proposed and approved for the Waterfront Area will certainly impact the appearance and density of the area once built. Two of the projects discussed will add higher density, multi-family, residential options to the Waterfront Area. If the plans come to fruition, together they will add 18 units of housing. Similarly, if the Borough acts on the proposed plans for the new Marine Park, the waterfront will be upgraded to include greater amenities and access to the river. These projects, if they come to fruition, will mark a trend towards greater density, mixed use residential development, and aesthetic updates along the waterfront.

Southbank at Navesink

As a prominent developer headquartered in Red Bank, Denholtz has plans for a new residential structure within the Waterfront Area. The approved development features a set of townhomes overlooking Marine Park and the Navesink River at 16 and 22 West Front Street. The residential building will feature ten units, half of which are one-story and the other half, two story units. Twenty-six sub-surface parking spaces are included in the proposal. To provide its residents access to the riverfront, Denholtz's plans include

a sidewalk on Union Street in addition to a stairwell on the eastern edge of the site.

Rivermark

On the western end of the Waterfront Area, a large new development has been approved to replace the long vacant structures that currently occupy the property adjacent to Maple Cove. Approved in July of 2019, the new development will be a 26,000-square foot, 4-floor structure with commercial space on the ground floor and eight luxury apartments above. The new building will also include over 40 subsurface parking spaces.

The Rivermark project serves as a prime example of the new, denser residential developments of the Waterfront Development District. The project will play a strategic role in the roll out of a "riverwalk", a public pathway along the waterfront: the developer provided a 25 foot-wide easement along the Navesink River in accordance with the Borough's initiative to seek easements from the wave of new waterfront developments. While this easement represents only one link, it is a successful example of the Borough securing easements for the purpose of providing a public riverwalk.



Southbank at Navesink Plan by Denholtz. Source: <https://denholtz.com/property/southbank-at-navesink/>



Proposed Rivermark building by Michael Monroe. Source: <https://www.redbankgreen.com/2018/07/red-bank-rivermark-approved/>

Marine Park Improvement Project

Perhaps the largest of recent plans for the Waterfront Area, the Marine Park Improvement Project seeks to maximize flexible, programmable, and recreational public space. Created by Kimley Horn, the concept master plan emphasizes public access and appreciation for the river while incorporating amenities that park-goers and businesses can enjoy. Amenities proposed by the plan include a riverboat attraction, public slips for canoes, and event space.



Marine Park Concept Plan by Kimley Horn. Courtesy of the Borough of Red Bank.

EASEMENTS

Because the Waterfront Area falls along the Navesink River, historical plans for the Waterfront Area have paid particular attention to acquiring easements along the river for a public riverwalk. While most of the property abutting the Navesink is privately owned, the Borough has required some easements in the permitting of new development in the Waterfront Development District, reflecting its efforts to provide public access to the river.

The anticipated Rivermark Development adjacent to Maple Avenue is one example of a recent easement granted through the development process. At the end of the site, an easement of approximately 20 feet in length runs along the river from Maple Cove's public launch to the Red Bank Public Library. This easement marks a strategic link between existing Borough land for a connected riverwalk. It also stands as a model of the Borough's easement procurement process for future developments.

Besides Rivermark, no other easements currently exist in the Waterfront Area. While parks and Borough-owned property provide some access to the riverfront, private properties without easements still remain. If

the Borough decides to pursue a riverwalk, easements will be an important tool to leverage.

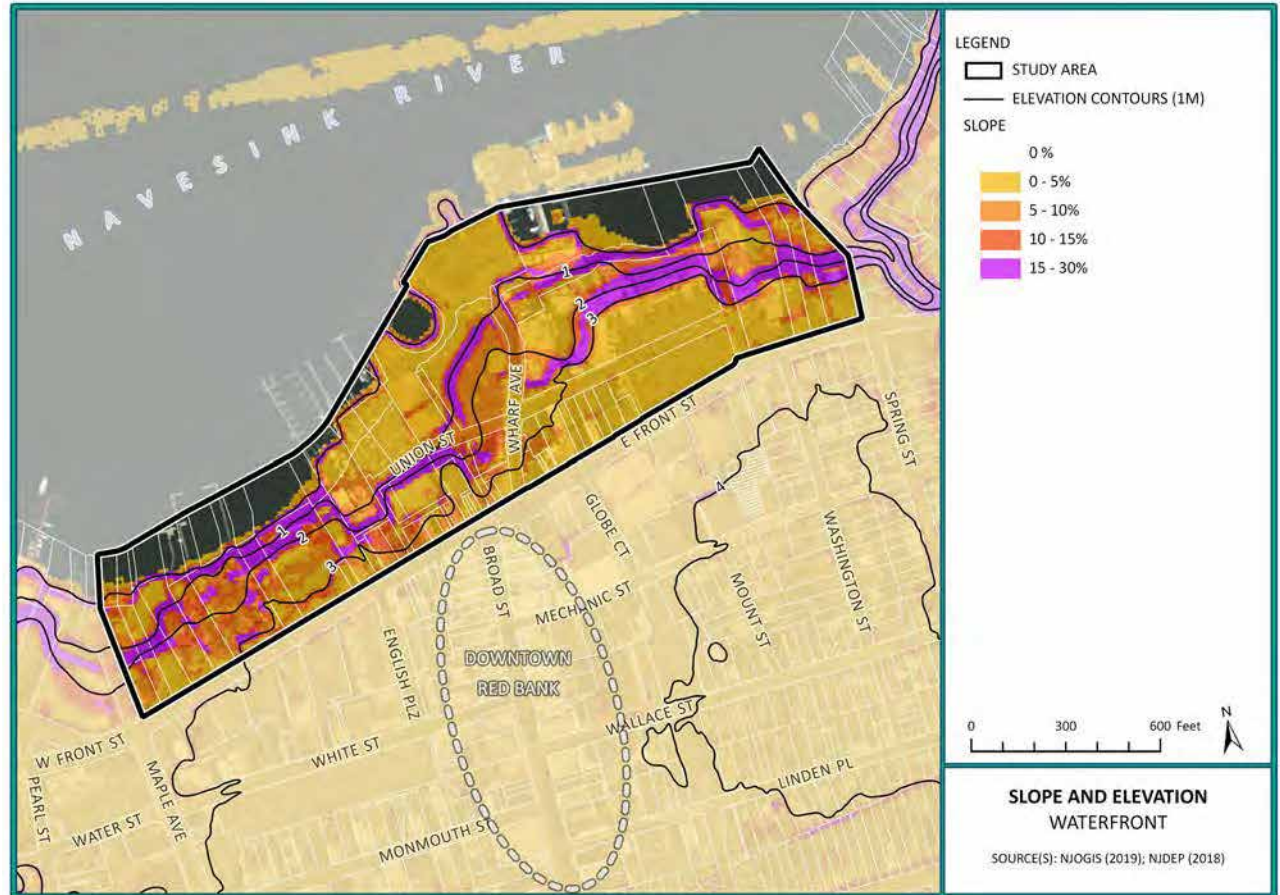
ENVIRONMENTAL

SLOPE & ELEVATION

According to the Soil Conservation Service (United States Department of Agriculture), soils with a slope of 15 percent or greater invariably involve severe limitations to development. Thus, this plan examines the slopes within the Waterfront Area to identify challenging sites.

Within the area, the approach from Front Street to the riverfront features a 15 to 25 percent slope, deemed moderately steep to steep. The slope is steepest at Riverside Gardens Park, although the park provides a considerable amount of options for descent within its grounds. Apart from some dramatically sloping areas, the majority of land in the Waterfront Area is relatively flat with a 0 to 5 percent slope.

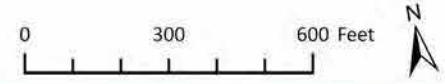
The riverfront is one meter above sea level, while most of the area lies at about three meters.



WATERFRONT SLOPE



- LEGEND**
- STUDY AREA
 - 📍 KNOWN CONTAMINATED SITES (ID NO.)
 - ELEVATION CONTOURS (1M)
 - WETLANDS
 - PRESERVED OPEN SPACE
 - FEMA FLOOD ZONES**
 - BASE FLOOD ELEVATION
 - 500-YEAR FLOOD PLAIN
 - REGULATORY FLOODWAY



**ENVIRONMENTAL CONSTRAINTS
WATERFRONT**

SOURCE(S): NJGIS (2019); MOD-IV TAX DATA (2018); FEMA (2018); NJDEP (2018)

Floodplain

The Navesink River poses a flood risk to the Waterfront Area. The following areas should be noted as falling within the base flood elevation zone (areas falling in this zone are subject to flooding with a probability of 1% or greater in any given year):

- The Monmouth Boat Club
- The northwestern portion of Marine Park, including the parking lot
- An empty lot located between Marine park and the Monmouth boat club
- Approximately half of the Irwin Marine bordering the river
- The BoonDocks Fishery & Grill restaurant

Union Street, Marine Park, and the Marine Park parking lot fall within the 500-year floodplain and are thus subject to flooding with a probability of 0.2% or greater in any given year. This risk is a relatively minimal.

Contamination

A location of former industrial activity, the Waterfront Area contains a handful of known contaminated sites. The following sites should be noted as contaminated:

- 95 East Front Street, a property owned by the Hackensack Meridian's Riverview Medical Center
- The Riverwalk Commons parking lot on 24 West Front Street, owned by K. Hovnanian
- 98 West Front Street, owned by K. Hovnanian



Contaminated site at 24 West Front Street



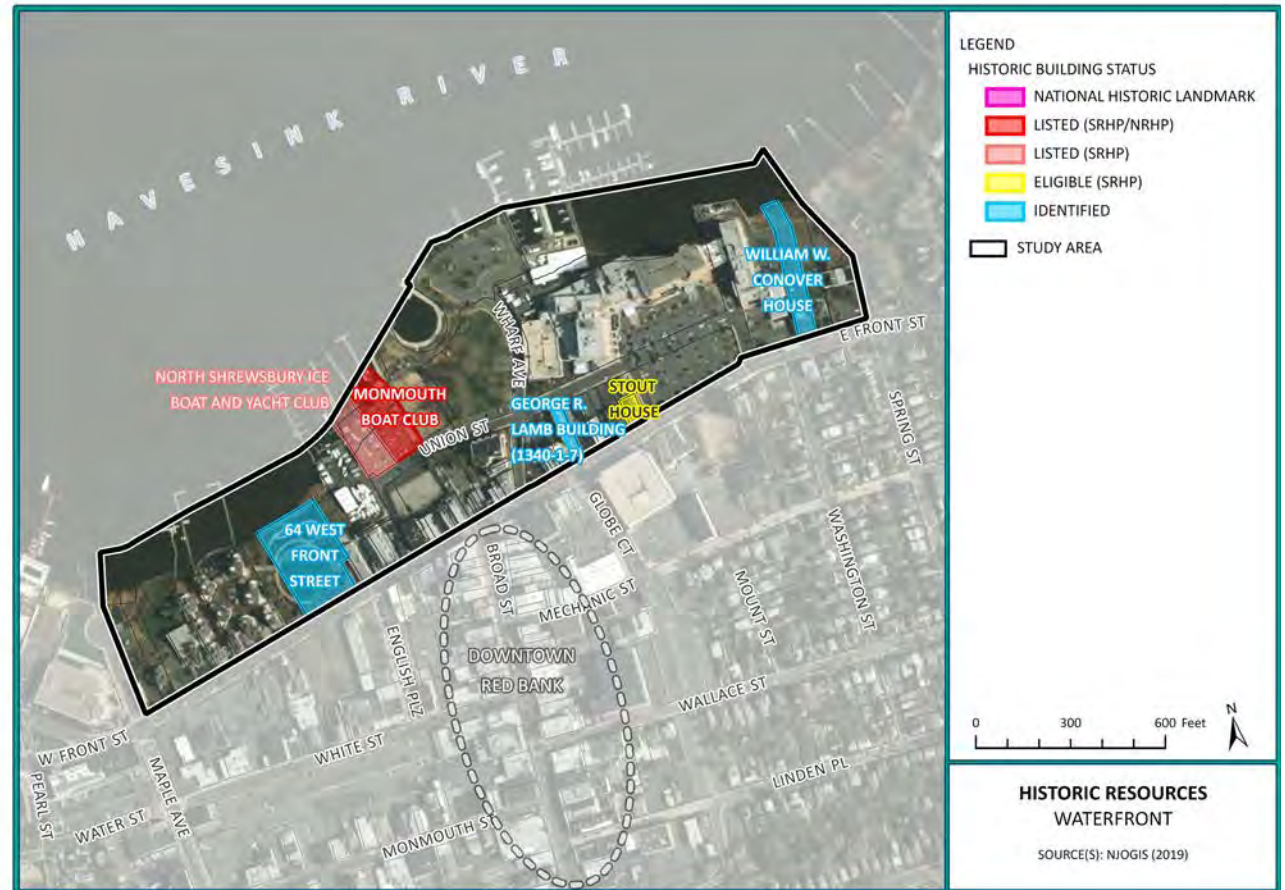
View of Navesink and its tall grasses from Red Bank Public Library.

HISTORIC SITES

EAST FRONT STREET PROPERTIES

In addition to the historic boat and ice clubs, two other properties within the Waterfront Area have been identified for potential listing as Red Bank historic sites:

- 64 West Front Street, the site of a large high-end multi-level condominium at "The Bluffs," located along Riverside Gardens Park. Completed in 1990, this condominium was designed by Red Bank architect Jerome Larsen. The Bluffs complex celebrates Red Bank's Victorian architecture.
- The George R. Lamb Building located at 23 East Front Street. This commercial building originally housed the historic wine and liquor store owned by George R. Lamb.



TRANSPORTATION

In a coordinated effort by the Borough of Red Bank and the New Jersey Department of Transportation, a 2010 bicycle and pedestrian study inventoried key transportation assets and conditions in the Borough. The study revealed that the Borough is served by a considerable transportation network of state, county and local roads, as well as rail and bus transit services. The Waterfront Area, however, is mostly accessible by county roads, biking and walking.

IMPORTANT THOROUGHFARES

The following key roads provide vehicle access to the Waterfront Area:

- Front Street (East and West) borders the area to the south. This is one of the most important and busiest thoroughfares in the Borough, bringing in traffic from Fair Haven, Middletown and other municipalities.
- Maple Avenue bordering the area to the west. This road provides public right of way access to the riverfront between the Ocean First Bank and the Red Bank Public Library. A public parking lot is located at the end of this road.
- Wharf Avenue borders the area to the west. This road provides public right of way access to the riverfront between

Marine Park and the Hackensack Meridian Health Riverview Medical Center.

- Broad Street, Red Bank's main commercial street, turns into Front Street from the south.
- Within the area, Union Street and Boat Club Court provide access from Front Street and Wharf Avenue.

PEDESTRIAN AND BIKE: ACCESS AND SAFETY

The roads described above also provide pedestrian and bike access to the Waterfront Area. However, a history of pedestrian crashes along Front Street point to existing issues with access for pedestrians and cyclists. In the absence of a more recent but comparably detailed study, the 2010 bicycle and pedestrian study was used to better understand the locations that pose the greatest risk to pedestrian and bicycle safety within the Waterfront Area. Between the years of 2007 and 2009, police crash reports identified the following problem areas:

- Front Street was reported as having the second highest number of crashes in the Borough, with 16 pedestrian crashes and four bicycle crashes. Significantly, this is the area with the greatest number of pedestrian crashes. The study also reports that three of the crashes involved

a pedestrian using the crosswalk while the "WALK" sign on display but where the driver failed to stop.

- Broad Street had 15 pedestrian crashes and four bicycle crashes. According to the report, crashes were evenly distributed along the entirety of Broad Street.

Public meetings held for the 2010 study also revealed that pedestrians experienced difficulties crossing Front Street on foot, while cyclists experienced challenges biking along Broad Street.

More recent data from the New Jersey Division of Highway Traffic Safety reveals significantly fewer pedestrian crashes: between 2017 and 2018, five pedestrian crashes were reported on Front Street, and six pedestrian crashes on Broad Street. While the significant decline over the 10-year period is encouraging, recent incidents still suggest a need for improved safety measures for pedestrians and cyclists along main points of access.

In addition to the aforementioned roads, a single pedestrian- and bike-only access point exists at the intersection of Broad and East Front Streets that leads to Marine Park. Accessible only from one of the Front Street

businesses (Billy's Barber Shop), this access point is about six feet wide. However, with little visibility on Front Street, the pathway is easy to miss.

Walkability

Access to transit, compact downtown development, and a geometric street grid contribute to the Borough's overall walkability. This is especially the case on Broad Street, which borders the Waterfront Area to the south. Several amenities on Broad Street's sidewalks help to provide a safe and indeed pleasant pedestrian experience. Pedestrians have access to wide and well-maintained sidewalks and clear delineations exist between pedestrian and cars' rights of way. For instance, several clearly marked zebra crossings can be seen all along the street. Significantly, Broad Street's sidewalks support the use of wheelchairs, making the sidewalks accessible to pedestrians that are visually and/or mobility impaired. In addition, trees on the sidewalks provide a boundary between vehicles and pedestrians. Other pedestrian amenities on Broad Street include wide sidewalks, trash bins, mailboxes, as well as several park benches. Many restaurants located on the street also provide outdoor seating for patrons.



Pedestrian sidewalk on Broad Street.

Wharf

Marine Park 

SECTION 4
RELATIONSHIP TO LOCAL
OBJECTIVES & REGULATIONS



To help guide the goals and recommendations and goals put forth by this Waterfront Revitalization Plan, the study team consulted several key documents related to the physical development of Red Bank, Monmouth County, and the State of New Jersey. The following plans and reports were reviewed for guidance pertaining to the Waterfront Area; the relevant sections for each are summarized below.

BOROUGH OF RED BANK MASTER PLAN

This Waterfront Revitalization Plan provides standards for facilitating the activation of the Borough's Waterfront Area. Key plan goals are as follows:

- Establish a gateway to the Borough's waterways that contributes to vibrancy and connectivity of the downtown area, overall neighborhood, and to attract residents and businesses.
- Provide the Borough with a new landmark and focal point that will create diverse economic bases that encourage employment growth, provide increased tax rates, and increase income levels.
- Encourage historic preservation to maintain the Borough's unique character, protect existing historic resources, and complement economic development.

- Provide for the revitalization of the Waterfront Area in a manner consistent with the Red Bank Borough Master Plan, Monmouth County Planning documents, and the State Development and Redevelopment Plan.

MASTER PLAN AND REEXAMINATION REPORTS

The Borough's most recent Master Plan was adopted in 1995. Master Plan Reexamination Reports were subsequently adopted in 2002, 2008, 2009, and 2019.

A major goal of the 1995 Master Plan was to increase density within the downtown area to promote the growth of various housing stock, employment, retail, and other forms of transit mobility. The master plan sought to capitalize on growth and promote a dense downtown through:

1. The collection of tax revenue to encourage growth
2. The preservation of its history, historical buildings, and important assets that promote Red Bank's culture and identity

While the 2002 Master Plan reexamination maintained the integrity of the 1995 plan, it added an important discussion about insufficient parking in the Borough. In the

most recent 2019 reexamination report, the Borough acknowledged specific recommendations for development regulations contained in several important documents including: the 2018 River Center Visioning Statement, the Borough's September 2018 Complete Streets Policy, a portion of the 2018 NJTPA Bike and Pedestrian Access Plan, and the Borough's 2012 parking study.

2016 MONMOUTH COUNTY MASTER PLAN

The 2016 Monmouth County Master Plan established three development goals to guide physical developments within the County:

1. To integrate county-level planning initiatives with plans at the federal, state, regional, and local levels to achieve effective coordination across jurisdictions and disciplines. This approach results in the most efficient use of public resources and provides for better results through beneficial organizational synergies.
2. Protect natural resources, farmland resources and cultural resources. Resource protection goes beyond the preservation of natural resources and systems to include cultural resources such as the arts, historic and architectural assets including buildings, sites, or streetscapes which give

- communities a sense of identity and value.
- Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, play, and stay.

The updated Master Plan reinforces elements that pertain to land use, community development and housing, agricultural and economic development, farmland preservation, utilities, community resiliency, health communities transportation and mobility, open space, arts, historic and cultural resources, natural resources, planning service, outreach, and coordination, and sustainable places.

Another key document, the Coastal Monmouth Plan (2010), introduces the concept of Art, Cultural, Entertainment Hubs (ACEs). An ACE is a special designation given to a host community with a high concentration of arts and cultural activities which serves as a destination for both locals and visitors. Host communities are often lively locations with an active nightlife attributed to local cultural attractions. As one of the five ACEs identified in the Coastal Monmouth Plan, Red Bank has been encouraged to grow its arts community.

STATE DEVELOPMENT AND REDEVELOPMENT PLAN

Adopted in 2001, the following goals are presented in the New Jersey State Development and Redevelopment Plan (SDRP):

- Revitalize the Borough
- Promote beneficial economic growth, development and renewal for all residents of New Jersey
- Protect the environment, prevent and clean up pollution
- Provide adequate public facilities and service at a reasonable cost
- Preserve and enhance areas with historic, cultural, scenic, open space, and recreational value
- Ensure sound and integrated planning and implementation statewide

In the SDRP, Red Bank is categorized as a Metropolitan Planning Area (PA1). This means that most land use changes are expected to occur through redevelopment.

Accordingly, the State's planning objectives for the Borough are:

- To provide for much of the state's future redevelopment
- To revitalize the Borough
- To redesign areas of sprawl
- To protect the character of existing stable communities

The goals, objectives, and provisions of this Waterfront Revitalization Plan are intended to guide the redevelopment of the Waterfront Area in a manner consistent with the State Plan policies established for the Metropolitan Planning Area.

A photograph of a grassy hill with large trees and a house in the background. The trees have some yellowing leaves, suggesting autumn. The house is partially obscured by the trees. The text is overlaid in the center of the image.

SECTION 5
STRENGTHS, WEAKNESSES,
AND OPPORTUNITIES

STRENGTHS

- The waterfront is very close to the downtown area (approximately 1,000 feet).
- Two vacant buildings on corner of Front Street and Maple Avenue provide excellent locations with public access and include rear docks.
- Riverside Garden Park and Marine Park are well designed, aesthetically pleasing public spaces.
- There are some existing public rights of way on the waterfront.
- Riverview Medical Center provides:
 - Political power in advocacy
 - Significant waterfront property
 - Interest in and obligation to the Borough indicated by the CHNA
- Boat Clubs provide:
 - Unique character
 - Events during peak and off peak season
- Access to transit exists nearby.



Riverview Medical Center. Source: <https://hmhmaestro.org/locations/riverview-medical-center/>



Vacant property opportunity near Maple Ave.



Historic Monmouth Boat Club



View to Navesink River beyond Broad Street

WEAKNESSES

- Two vacant buildings located on the corner of Front Street and Maple Avenue:
 - Significant adjacent traffic may prevent properties from attracting residential uses.
 - Significant slope on the lots creates challenges for medium-sized development.
- Greater Waterfront Area:
 - The area lacks good connection between the waterfront and the downtown area, especially for pedestrian and bike use. There are no visual connections to the waterfront.
 - There is limited public access to the waterfront: a solid barrier of commercial buildings separates the downtown (Front Street) and the river.
 - Diverse ownership presents challenges to cohesive development.
 - It is not possible to remove boat parking from marine uses.
- Topography:
 - Making the transition from street level to waterfront presents challenges.
 - Site gradation presents challenges for stopping along the route to enjoy other amenities.
- Riverview Medical Center:
 - Riverview owns a significant amount of prime waterfront property that is tax-exempt.
- Boat Clubs:
 - Present physical obstacles to connecting the waterfront.
 - Parking and storage are needed immediately adjacent to the slips.
 - Contain unsightly parking and storage spaces.
 - Attract vehicular traffic.



Steeply sloped site behind Front and Broad intersection



Boat storage along the Navesink River



Parking adjacent to boat clubs and slips

OPPORTUNITIES

- Two vacant buildings located on the corner of Front Street and Maple Avenue:
 - Could make easement as a part of the development approval, which would permit waterfront path.
 - Potential to join the two parcels.
- Greater Waterfront Area:
 - Both short-term hotel and permanent residents who live along the waterfront can be connected to the downtown by way of the waterfront.
- Topography:
 - A proper design can take advantage of the unique topography. It provides a great vantage point through elevation on the street level.
 - Opportunity to build subsurface parking.
 - Opportunity to build grand staircase or winding path down to the river.
- Commercial Connection:
 - Draws people to the area and further justifies waterfront development.
 - Presents opportunity to offer commercial options in waterfront development.
- Boat Clubs:
 - Opportunity to reconfigure boat parking.
 - Opportunity for aligning designs with Boat Club aesthetics.
 - Waterfront pedestrian/bike path does not necessarily have to connect river right at the water, but possibly through the Boat Club. Because boat clubs are not always in use, pathways may be feasible.



Aerial of existing paths and linkages along the river sourced from: marinas.com



Broad Street store fronts



Riverwalk in Riverside Gardens Park

THREATS

- Little downtown parking has led to the perception that an improvement to the Waterfront Area presents opportunity to provide more parking.
- Riverview Medical Center:
 - Traffic and parking demands from the hospital need to be considered.
- Commercial Connections:
 - Businesses surrounding the desired viewpoint may be resistant to relocation.
- Property owners may be unwilling to negotiate or donate easements for riverwalk path.



View from Riverside Gardens Park waterfront path showing docks that obstruct a riverwalk path



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SECTION 6 GOALS, OBJECTIVES, AND RECOMMENDATIONS



OBJECTIVES

This plan seeks to facilitate the realization of the “Broad to the River” connection, a goal that has been widely discussed by the community of Red Bank for decades. Indeed, past proposals for this connection have been submitted to the Borough by various property owners. Perceived as an underutilized public amenity, the waterfront presents the Borough with an opportunity to achieve transformative revitalization. The objectives of this plan are to facilitate development within the Waterfront Area that realizes the full potential of the riverfront and its surrounding commercial areas.

The primary goal driving this vision is the creation of a physical and visual linkage between the commercial spine of Broad Street and the Navesink River. The intent is to create a strong draw to the downtown commercial area, provide access to public amenities along the Navesink River, and highlight the unique character of Red Bank as a whole.

Four key objectives guide the recommendations and strategies that will facilitate the creation of this physical and visual connection:

1. Open a clear view and access point to the river at the intersection of Broad and Front Streets.
2. Stimulate downtown economic activity by encouraging development of appropriate uses.
3. Enhance waterfront amenities to attract Red Bank residents to the waterfront and adjacent commercial corridors, especially Broad Street.
4. Improve pedestrian and bicycle infrastructure on Boat Club Court and establish it as a gateway that will encourage foot traffic activity around the waterfront.

GOAL 1

Open a clear view and access point to the river at street level at the intersection of Broad and Front Streets.

This goal considers the current constraints that limit access to the waterfront and presents recommendations for eliminating or minimizing these constraints.

“Broad to the River,” a concept that has long captured the imaginations of Red Bank’s public, is an important goal guiding this plan. Discussions with community members revealed that the public has long imagined a clear visual and physical pathway that connects Broad Street to the Navesink. Through this connection, the river would become approachable and inviting, unlocking public benefits, recreation, and improving access to the river’s natural beauty.

With the riverfront just a short walk north of Front Street, there is a great deal of opportunity to be harnessed by providing connection to one of Red Bank’s most important commercial streets. This goal therefore seeks to spur economic development in the Waterfront Area by generating greater interest in businesses located near the waterfront. Currently, no adequate visual or physical connection links

Front Street and the river. Instead, access is hindered by seven privately-owned lots on Front Street containing commercial buildings. The western-most property is a vacant building and on the eastern side, a two-story commercial building with a 6-foot wide pathway links Front Street to parking on Union Street. Although this pathway can act as a connection to the waterfront, it is not intended for this purpose. For this reason, no wayfinding or clear viewpoint exists for navigating one’s way to the river. Similar informal gateways to the river exist on adjacent roads.



6-foot wide pathway that links Front Street to parking on Union Street.

History of Broad to the River

The concept of Broad to the River has long been discussed by Red Bank's community. As early as the 1930s, community members have discussed opening the view at the intersection of Broad Street and Front Street. The motivations for doing so range from harnessing the beauty of the river to creating an additional draw to Red Bank's commercial corridor. Regardless of their motivating factors, most efforts have recognized the potential of the Broad and Front Street intersection as a unique focal point.

The history of plans for Broad to the River is lengthy. According to a historical account from a 1911 issue of Red Bank Register, a view and access point from Broad to the River existed in the 18th century. The road now known as Broad Street was one of the primary streets that extended to the riverfront in order to aid port activities and industry along the water. More recent plans that have attempted to develop Broad to the River would actually be a return to the Borough's earliest days. Since Broad to the River was later shorted by a strip of commercial businesses, numerous plans have been developed to create this connection once again.

Private developers have drafted numerous plans for Broad to the River. Past mayors have featured promises of opening the view as a platform for their campaigns, making plans to raze the existing buildings. Property owners in the Waterfront Area have also developed similar proposals. A 2002 plan developed by property owner and rug merchant, Robert Ebner, featured a public plaza that extended from Broad Street. This included high-density apartments and subsurface parking. Like others before it, the plan failed to gain traction.



Rendering of Ebner's 2002 plans for Broad to the River. Source: <https://www.redbankgreen.com/2015/01/red-bank-broad-river-plan-explored/>

In recent years an active developer in Red Bank purchased a lot currently used as parking with plans to develop a multi-family residential structure, Southbank at Navesink, immediately West of the defined Broad to the River area. It was anticipated that this project would include plans for the Broad to the River connection; however, upon the proposal's acceptance in 2019, it became apparent the development would focus solely on the residential project.

Despite decades of Broad to the River plans, the project remains untouched. Some community members have express doubts over the project's feasibility due to diverse ownership and the Borough's strict avoidance of condemnation. Despite obstacles to development, Broad to the River continues to capture the imaginations of developers, residents, and politicians alike. With recent increased development in Red Bank's Waterfront District and the River Center's new Strategic Plan, it would seem that the time is ripe for realizing Broad to the River.

RECOMMENDATIONS

1. Create a single, large pathway providing pedestrian and bike access from Broad Street to the river. This would include the following:

- An open, public space that replaces some buildings at the intersection of Broad and Front Streets. A clear and safe path through this open space would connect to a ramp that provides access down the sloped site to Union Street and Marine Park. This recommendation is consistent with that described by Goal 2 of this plan.
2. Create feeder pathways from Front Street to the waterfront on streets adjacent to Broad Street by utilizing the following:
 - An intentional system of feeder paths that include wide sidewalks and way-finding signs. This recommendation would enhance the existing access point of Boat Club Court. For Boat Club Court, widening is proposed to support greater foot traffic and safety. Along these sidewalks, street-scaping such as lighting, benches, trees, and planting strips are proposed to make the paths inviting and safe for pedestrians. This recommendation is proposed as a complement to plans for the single, large pathway at the intersection as well as an alternative

STRATEGIES

Minimize Wind Tunnel Effects with Strategic Design

Upon creating an open area between buildings, the public path from Broad Street to the river may be prone to wind tunnel effects. As a narrow area between existing buildings, the public path may become a low pressure zone that will cause offshore winds to move more quickly through the open space. This poses a risk to the safety of pedestrians as well as future use of the open space including commercial and programming uses. Wind tunnels not only make it difficult to navigate a space but they also can lift and move objects within the tunnel. To ensure comfortable conditions that support various uses, it is recommended that the design of the public space mitigate the effects of a potential wind tunnel with design features such as tree clusters, landscaping, and strategically placed structures that would diffuse strong gusts of wind.

GOAL 2

Stimulate downtown economic activity by encouraging development of appropriate uses

Broad Street to the Navesink River is less than 1,000 feet of walking distance, providing a very short distance from downtown Red Bank to the Navesink River. Yet, current uses do not permit an organic transition from busy Broad Street to the recreational uses provided at the waterfront. In fact, stakeholder outreach revealed that the waterfront was underutilized because of a perceived barrier of inaccessibility. As the study team learned from one stakeholder, “Most people just don’t think about the waterfront.” It follows that a vibrant downtown would support and complement the previous goals of opening up view and access points from Broad Street: appropriate uses would draw individuals from downtown in to the river. To meet the goal of stimulating downtown economic activity, the Borough should create a center of vibrant uses *in addition* to developing pathways.

Why is this important? Firstly, attracting people to the waterfront also draws people downtown given its proximity. Secondly, this goal supports the 2016 Monmouth County Master Plan vision to promote beneficial development and redevelopment that

continues to support Monmouth County as a highly desirable place to live, work, play, and stay.

RECOMMENDATIONS

1. Create a commercial corridor that extends from Broad Street to the Marine Park and boat clubs. This would contain the following elements:
 - A vertical mixed-use development that combines different uses within the same buildings. More public uses would be located on the lower floor (such as extroverted commercial businesses including retail shops, and restaurants), and more private uses would be located on the upper floors (such as residential units, office space, and hotel rooms). The types of businesses that would support a vibrant mixed-use corridor include restaurants, cafes, leisure and entertainment businesses, galleries, and retail boutiques.
 - The study team estimated that such a development could provide approximately 22 residential apartments or condominiums as a

mix of 1- to 2-bedroom sized units. To meet its Fair Share Housing obligation, the Borough is required to make at least 10% of these units affordable (See Appendix B for a discussion of Red Bank’s affordable housing requirements).The table below describes the recommended development dimensions:

Recommended Development Dimensions and Units	
Structure Footprint	13,000 sq. ft.
Average Retail Space	1,000 sq. ft
Minimum Depth of Retail Space	40 ft
Gross Floor Area per Unit	1,000 sq. ft
Number of Residential Units	22

2. Develop amenities that would support mixed-use activities and enhance the commercial corridor, including:

- A public plaza on the commercial corridor. This would serve as a pathway to move pedestrians between downtown Red Bank and the waterfront as well as a public gathering space. The plaza may be privately owned but would provide public access. To deal with gradations on the site and thus provide accessibility for individuals with limited mobility, the plaza should provide both stairs and a gradually sloping ramp. To attract use, the following amenities can be installed on the plaza:
 - community fire-pits
 - tables and chairs for public seating
 - visually attractive and adaptable lighting
 - trees and planters to provide greenery
 - exhibition space

The aforementioned amenities combine a pedestrian and bicycle pathway with community gathering spaces, encouraging greater foot traffic. Additionally, these amenities allow

for a flexible space that can adapt to multiple uses throughout the year. For example, a community fire pit can be used both during the summer and winter and allows for various types of programming. Certain parts of the plaza can be used to host a farmers' market in the fall and summer months. Other parts can be converted to an art exhibition space throughout the year. The following are examples of downtown plazas containing these amenities: Printer's Alley (Nashville, TN) and EaCa Alley (Los Angeles, CA).

- A rooftop plaza located atop buildings surrounding the on-the-ground plaza. This will provide an overlook for viewing the river and the downtown area. This area may either be a private space for residents of the mixed-use development, a space entirely open to the public, or a combination of both.



Printer's Alley in Nashville, TN. Source: <http://printersalley.com/>



PROPOSED PLAZA OPEN TO THE PUBLIC





CAFE SPACE ALONG COMMERCIAL BUILDINGS



PROPOSED CAFE AREA





PROPOSED RAMP APPROACH TO MARINE PARK





PROPOSED ROOFTOP COMMUNITY SPACE



AERIAL VIEW OF PROPOSED DESIGN

STRATEGIES

To lead the creation of the commercial corridor, the Borough should designate a key portion of the Waterfront Area as a Redevelopment Area, and accordingly create a Redevelopment Plan to promote physical development most conducive to the defined goal. The recommended Waterfront area would be comprised of eight lots located adjacent to Front Street and overlooking Broad Street. With the exception of one parcel owned by the Borough, all other uses on this site are commercial. The area is shown in the Proposed Redevelopment Area Map.

Creating a Redevelopment Plan is justified by the Local Redevelopment and Housing Law (LRHL) (N.J.S.A. 40A:12A-7), which lists eight criteria for determining whether an area is eligible for redevelopment designation. Under the “e” criteria, a property can be deemed blighted if it lacks proper utilization due to several conditions, such as condition of the title, diversity of ownership, or other conditions. These conditions result in a “stagnant or not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare.” The study team has assessed that the lots identified meet two of these conditions: 1) lots are generally

small and narrow and, 2) are characterized by diverse ownership (see Cost Analysis table). A redevelopment study, therefore, may demonstrate that the defined area meets the “e” criteria.

The eight lots have the potential to be a vital asset to the Borough as a link between downtown and the waterfront. Yet, current uses impede this connection and at present, no comprehensive plan exists that would facilitate changes conducive to the Goal 3. Thus, a Redevelopment Plan will be the most important tool for achieving this goal, as well as supporting the first goal of opening up view and access points from Broad Street to the riverfront. This tool provides the opportunity to engage with property owners to think strategically about how land use, streetscape, connecting pathways, and design can stimulate downtown economic activity. The Borough can then develop a comprehensive plan to lead the shared vision and use financial tools to implement it.

Pursuant to LRHL, the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the Waterfront Area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses,

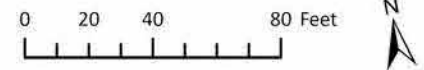
density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;

2. Proposed land uses and building requirements in the area;
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the Waterfront Area including an estimate of the extent 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 Waterfront Area which is proposed to be acquired in accordance with the Redevelopment Plan;
5. Any significant relationship of the Redevelopment Plan to:
 - a. The Master Plans of contiguous municipalities;
 - b. The Master Plan of the County in which the municipality is located; and
 - c. The State Development and Redevelopment Plan adopted pursuant to the “State Planning Act” PL 1985, C398 (C52:18A-196 et al.)



LEGEND

-  STUDY AREA
-  RECOMMENDED AREA IN NEED OF REDEVELOPMENT (BLOCK/LOT)



RECOMMENDED AREA IN NEED OF REDEVELOPMENT WATERFRONT

SOURCE(S): NJGIS (2019); MONMOUTH COUNTY MOD-IV (2018)

The purpose of the Redevelopment Plan will be to define permitted land uses, bulk and area requirements, and design parameters for any proposed within the Waterfront Area, and specifically, for the parcels mapped out in the proposed Redevelopment Area. Additionally, the plan would also provide guidance on public infrastructure within the defined area.

Community Participation and Partnership

During the Redevelopment Plan process, the Borough should work with community organizations and stakeholders to define a clear vision and goals for how the Waterfront Area should be used. For example, what public programming does the community want to see? How do they want to use public spaces on the site? Based on research and interactions with community members, the study team recommends, at a minimum, engaging the following community groups:

- The Monmouth County Arts Council
- Red Bank RiverCenter
- Riverview Medical Center
- Developers
- Business owners
- Residents

Significantly, successful implementation of the Redevelopment Plan will require the

Borough to conduct outreach to owners of the commercial properties in the defined area. This is especially important in light of redevelopment powers and the Borough's authority to use financial incentives to facilitate development. Such engagement would help encourage property owners to participate in the redevelopment process in accordance with the land use and design requirements of the plan.

Riverview Medical Center's Community Health Need Assessment (CHNA) has led to many strategic partnerships with community and health institutions, indicating a willingness to more aptly serve the community of Red Bank and the greater area of Monmouth County. An example of this community engagement and partnership is Hackensack Meridian's strategic partnership with the Mental Health Association of Monmouth County and their joint efforts to address mental health, a need that was identified in the Community Health Needs Assessment. Such partnerships demonstrate the hospital's objectives to contribute to the Borough's health and wellbeing. Forging community partnerships will support their efforts in doing so. In addition to its strategic location as a bookend to the Waterfront Area, this situates Riverview Medical Center as an important stakeholder and institution

that should be engaged with to define a clear vision and goals for the Waterfront Area.

Preliminary Cost Analysis

To facilitate decision-making regarding the proposed redevelopment plan, the following table provides estimates of property costs in the defined Waterfront area:

Map Label	Block-Lot	Address	Owner	Lot Area (Sq. ft.)	Land Use	Assessed Land Value	Assessed Building Value	Total Value
1	9.01-25.01	90 Monmouth St	Borough of Red Bank	3,781	Public Property	\$311,900	\$0	\$311,900
2	9.01-20	29 E. Front Street	One East Front LLC	1,163	Commercial	\$292,700	\$58,700	\$351,400
3	9.01-19	29 E. Front Street	Two West Front LLC	2,644	Commercial	\$584,300	\$244,900	\$829,200
4	9.01-17.01	29 E. Front Street	Four West Front LLC	1,263	Commercial	\$244,600	\$144,800	\$389,400
5	9.01-16	116 Lexington Ave	George, Judy F	866	Commercial	\$225,600	\$49,600	\$275,200
6	9.01-15	116 Lexington Ave	George, Judy F	418	Commercial	\$224,400	\$57,800	\$282,200
7	9.01-14.01	29 E. Front Street	Six West Front Llc	4,560	Commercial	\$574,800	\$359,300	\$934,100

GOAL 3

Enhance waterfront amenities to attract Red Bank residents to waterfront and adjacent commercial corridors, especially Broad Street

Red Bank's riverfront is a unique public amenity and it is perceived as such amongst the Borough. With its beautiful views to the water, the riverfront presents an ideal site for socializing and recreation. With this vision in mind, it is proposed that the Borough create a consecutive path along the waterfront in the area between Riverview Medical Center and the Red Bank Public Library. This stretch of riverfront is the focus of this goal given its strategic location and potential to connect existing public amenities and institutions including the library, Marine Park, Riverside Gardens, and the Riverview Medical Center.

In addition to attracting greater foot traffic to the downtown area, the secondhand benefits of opening up this amenity may be the recruitment of new businesses to the vacant and under-utilized commercial buildings along Front Street. Ultimately, connecting the riverfront through a public path will complement the overarching goal of "Broad to the River" and allow the Borough greater access to the riverfront.

Considerable barriers to linking a public path along the riverfront exist as much of the land is privately owned and would require lateral coastal easements.

RECOMMENDATIONS

1. Create a single "riverwalk" pathway along the waterfront that connects public amenities. This recommendation includes:
 - Developing a public path comprised of a mix of boardwalks and natural gravel walkways in environmentally vulnerable areas for the use of pedestrians and cyclists. Special features along the walkway would include benches, lighting, and railing to ensure public safety. The recommended path would have a width of 15 feet in accordance with that of the Riverside Gardens Park. It would span half a mile between Riverview Medical Center and the public access point to the river adjacent to Maple Avenue. Uses on some of the waterfront properties such as boat storage and docks may obstruct creating a public path immediately along the river. Thus, two path options are proposed, illustrated on the adjacent page. The total proposed riverwalk path would span approximately 3,300 feet, just

above half a mile. The proposed easement width is 20 feet to allow for a sufficient public path and buffer space. While most of the sites of interest have sufficient riverfront space for a walkway, those that do not can be developed with floating walkways, extensions on bulkheads, or an additional boardwalk. To accommodate environmentally vulnerable sites or areas that cannot support a 20 foot-wide easement, it is recommended that the Borough develop gravel walkways similar to those of the Hudson River Waterfront Walkway.

2. Highlight easements and paths to create greater access points and clear circulation by:
 - Identifying existing paths and easements and marking them with signage or design cues to create egress and access points along the waterfront path. To create sufficient circulation between the riverwalk path and Front Street, way-finding signage can identify the existing paths from the riverfront to Front Street like Boat Club Court or the Riverside Gardens Park path. To generate further public interest in existing riverfront walkways and advocacy for future

extensions, it is recommended the town develop and publish a map of existing public easements and park paths along the riverfront.

Proposed Riverwalk Option 1:

- Depends on the ability to cut through or relocate the maritime uses in Monmouth Boat Club, N. Shrewsbury Ice Boat & Yacht Club, and Irwin Marine



Proposed Riverwalk Option 2:

- Circumvents the maritime uses mentioned above due to anticipated difficulties in relocating the uses or acquiring easements



STRATEGIES

Purchase Easements Along the Riverfront

In order to create a consecutive path along the riverfront, the Borough should acquire easements. Currently, most waterfront properties are privately owned. Property along the waterfront is characterized by high-end residential development and marinas which may present a challenge in acquiring easements. As it stands, there are seven property owners that the Borough should engage with for this purpose. Those not listed below are Borough properties or properties that have already provided an easement in accordance with special conditions for the Waterfront Development District.

Property	Length of Waterfront Owned in Waterfront Area	Description
Riverview Medical Center	120'	Medical services
Irwin Marina	590'	Commercial marina
Monmouth Boat Club	140'	Boat club
Shrewsbury Ice Boat and Yacht Club	80'	Boat club
Elk's Lodge	62'	Civic group meeting space
The Bluffs	190'	Luxury condominiums with private docks
Corinthian Cove	70'	Luxury townhomes with a private dock

It is recommended that the Borough negotiate with property owners to purchase or acquire easements through donation. There are a multitude of resources for state funding of public spaces that will support these efforts. These funding strategies are discussed in greater detail in the sections following. The price of easements vary greatly depending on the value and square footage of the property as well as the property owner's attitude towards sharing access to the waterfront. Consequently, it is recommended that the Borough consult with a real estate lawyer to understand the value of easements in the specified sites.

It is worth noting that this acquisition process may be challenged by the distinct uses on the sites of interest. Developing paths that cut through marinas and boat clubs would be particularly disruptive to their activities as these operations must transport boats to and from their storage spaces.

NJDEP Green Acres Funding

The Borough of Red Bank can seek funding for acquiring access to the land necessary for a riverwalk under the NJDEP's Green Acres mission. This program is intended to help local governments secure land to be utilized for outdoor recreation for the public. Most Green Acres funding goes to simple purchases of land for public access and conservation. However, if a fee simple purchase is not feasible, but the site's natural and historic character provides a compelling need for public access, Green Acres will consider funding conservation easements. If Green Acres money is used to help purchase a conservation easement, the easement should clearly allow for public access. In the case of Red Bank, a conservation easement would be the proper tool for providing a public riverwalk. Furthermore, the Navesink riverfront and sites in question contain natural amenities worth conserving such as wetlands and transition areas. These provide a compelling reason for state funding.

It is recommended that the Borough of Red Bank consider applying for Green Acres funding to either acquire conservation easements for public access in the identified riverwalk. If approved by them, Green Acres will work closely with Red Bank to develop a Project Agreement and carry out the

purchasing and construction process (if the Borough chooses to develop as well). It is important to note that land purchased with Green Acre funding will be preserved under a Recreation and Open Space Inventory, identifying that the property will remain dedicated to conservation and recreation in perpetuity.

Conservation Easement Permission

As an alternative to purchasing, the Borough may seek permission for public access and recreation on conservation easements required by the NJDEP for the preservation of wetlands, marshlands, and transition areas in the Waterfront Area. Current regulations under the Waterfront Development ordinance require an Environmental Impact Report for development on those properties abutting the Navesink River. Many of these properties are found to contain vulnerable environments that are protected by the state and as a result, may be required to provide a conservation easement, limiting their ability to develop. In some cases, it is within the easement holder's right to grant public access to a conservation easement for public enjoyment and recreation. In the case of Red Bank's Waterfront Area, the property owners may grant permission to the Borough and public for use of the easement, creating additional

linkages along the riverwalk.

Continue to Utilize Waterfront Easements as Condition in Development and Construction Permitting

The plan area is attracting developer interest and is slated for large development projects near the waterfront. With this in mind, the Borough can continue to use interest in development and proposed projects as a means to create easements along the waterfront for a future riverwalk. With each proposed project or development, the Borough can request easements as a condition for granting permits as stated in the ordinance for the Waterfront Development District.

Although this may potentially deter developers from working within the area, this lateral coastal easement condition would not cost the Borough money for public access to private land. This process does not offer an immediate solution as it depends on future development on waterfront lots; however, it could steadily provide public access at little cost to the Borough.

To legitimize these easement requests, it is recommended that the Borough define a clear, essential nexus between the easement

condition and the reason the town would reject the development. In the context of the plan site, concerns over the coastal health along the waterfront may match the condition of a coastal easement and should be emphasized in future comprehensive plans for Red Bank.

Although a large scale effort in a large-scale city, the development of the Hudson River Waterfront Walkway can serve as a prime example of pathway development along a river. The path spans diverse terrain and is catered to meet the varied needs of environmental sensitivity in developing paths along the river. Rules of the walkway include a requirement that the path be constructed and maintained by the property owner, it must clearly serve the public as a walkway, and it must provide free public access year-round and at all hours of the day. This effort was supported and mandated by various public programs including the Municipal Public Access Plan, thus ensuring public access the riverfront.

The Municipal Public Access Planning process is initiated by municipalities who desire greater public access to tidal waters. This process includes the development of public access plans informed by a comprehensive inventory of the town's current public amenities and access points. Gaps in access are identified

along with plans to resolve these gaps in the future. The New Jersey Office of Coastal and Land Use Planning may be used to assist municipalities throughout the process. This entire effort is guided by the public access rule that is based on the common law rule of the Public Trust Doctrine. At its core, this rule states that the public has a right to use the sea.

As Red Bank develops and reconsiders its public access plan, it may be feasible to adopt a municipal public access plan in support of creating easements for public enjoyment of the waterfront. This proposed plan would clearly define the intent to develop a riverwalk for the public and create the framework for doing so in the future.



Design Precedent: Riverwalk in Tarrytown along the Hudson River Waterfront Walkway. Source: <https://www.scenichudson.org/explore-the-valley/scenic-hudson-parks/scenic-hudson-riverwalk-park-at-tarrytown/>

GOAL 4

Improve pedestrian and vehicular infrastructure on Boat Club Court and establish it as a gateway that will encourage further foot traffic and activity around the waterfront

Currently, residents and tourists can access the Waterfront Area and Marine Park by either walking through Boat Club Court or Wharf Street from Front Street. However, what differentiates Boat Club Court from Wharf Street is the lack of pedestrian safety and accessibility for all pedestrians. The National Association of City Transportation Officials (NACTO) recommends that sidewalks should be between 8 and 12 feet wide in downtown or commercial areas in order to ensure pedestrians have a safe and adequate place to walk. During the site visit, the study team observed that both the left and right sidewalks of Boat Club Court were no more than three feet wide. The study team also observed that individuals walking towards the river utilized the car right-of-way instead of the tiny sidewalks.

In addition to pedestrian access, the study team assessed vehicular circulation on the street. At present, Boat Club Court is a two-way street that allows left turns from West Front Street. To enhance both street activities for pedestrians as well as circulate the current

traffic that West Front Street experiences today, it is recommended that the street be designated as a one-way shared street.

RECOMMENDATIONS

1. Enhance current street and vehicular traffic by creating a one-way shared street on Boat Club Court near West Front Street.
2. Widen sidewalks and add street furniture to encourage pedestrian activity.
3. Promote inclusive art and creativity around the Waterfront Area.
4. Add way-finding and street signage near waterfront access gateways such as Boat Club Court to educate and encourage visitors and residents about the waterfront.

STRATEGIES

Shared Streets

To support the goal of utilizing Boat Club Court as a pedestrian path to the riverfront and parking on Union Street, it is recommended that Boat Club Court be transformed into a shared street. In conjunction with the proposed transition to one-way traffic along Union Street and Boat Club Court, this shared street will

widen pedestrian paths and minimize vehicular right of way. To create visual cues denoting Boat Club Court to be a shared street, textured pavement surfaces such as cobblestone should be used for the entirety of the road and pedestrian path. In addition, this design element can serve as a traffic slowing measure.

The study team's observations of Boat Club Court suggest that the street received very little vehicular traffic. According to the City of San Francisco Better Streets' design guidelines, roads with fewer than 100 cars an hour are eligible for shared streets designation. Because Boat Club Court experiences very little car traffic road and is equipped with poor pedestrian amenities, a widening of the pedestrian path is recommended. To encourage pedestrian use of the path, improve safety, and allow for lighting and aesthetic improvements, the proposed pedestrian path should be at least eight feet wide.

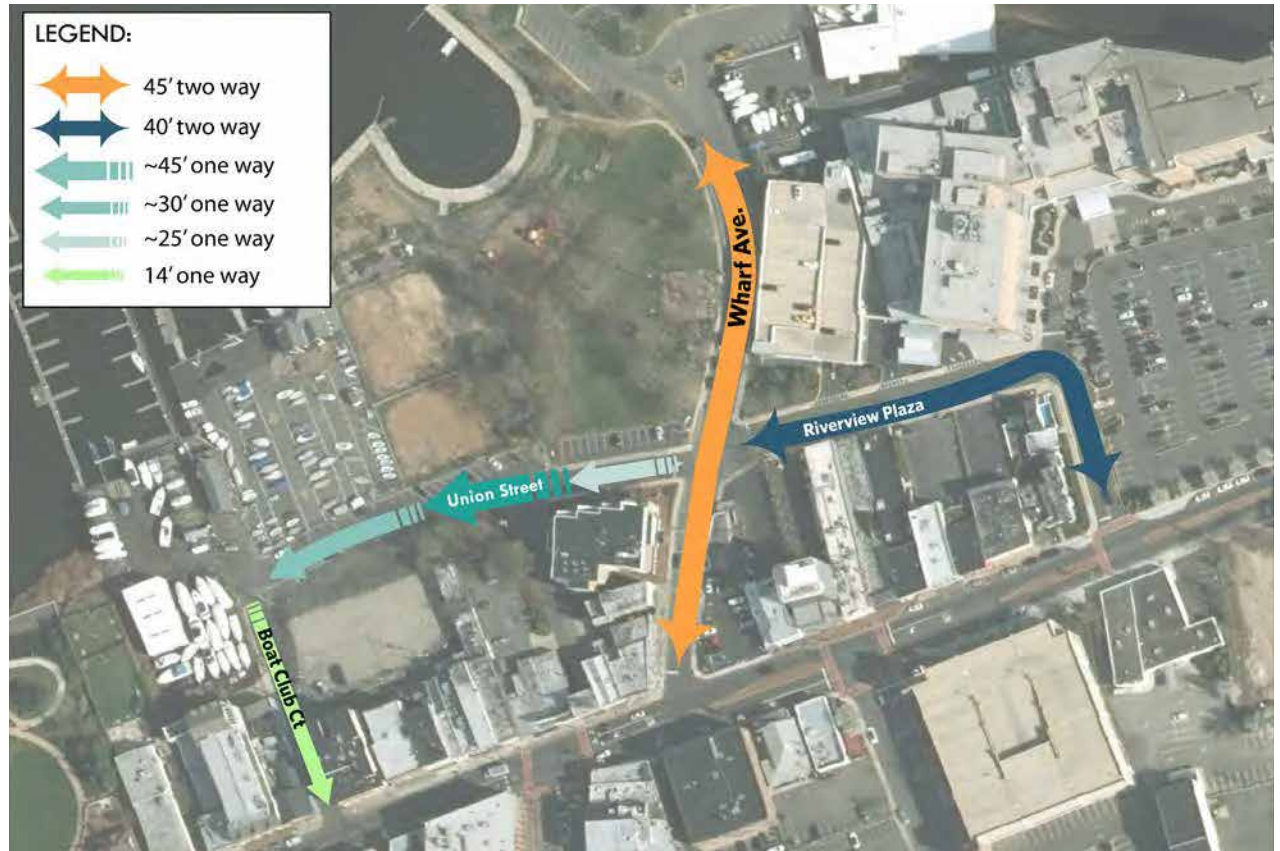
To provide subtle separation between car traffic and pedestrians, it is recommended that Boat Club Court feature movable bollards to act as a buffer between vehicles and pedestrians. This is a simple, low cost solution that allows flexibility while also providing a greater sense of safety for pedestrians. Providing flexibility is key as this road serves as an important

pathway for moving boats to and from the boat clubs and marinas. For those boats that require a wider pathway, bollards can be temporarily moved to allow for their transportation.

Prior to making permanent changes with paving, the Borough can utilize temporary, tactical urbanism strategies to pilot test various solutions and determine what is well suited for the Waterfront Area.

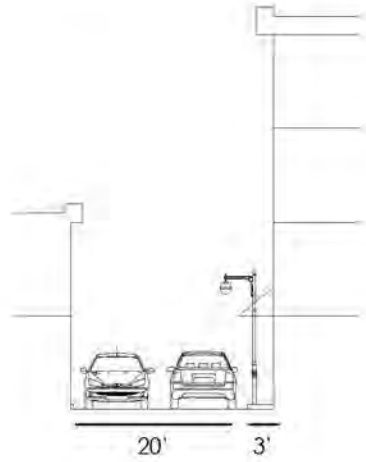


Design Precedent: Shared Street in Cleveland. Source: <https://nacto.org/publication/urban-street-design-guide/streets/commercial-shared-street/>

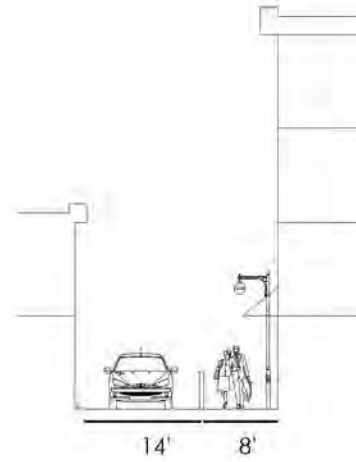


Proposed circulation that changes Union Street and Boat Club Court to one-way roads

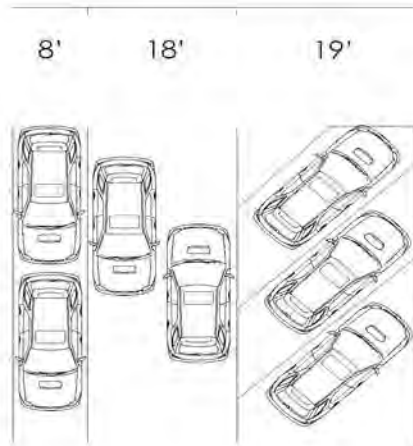
Existing Configuration of Boat Club Ct. near W Front St.



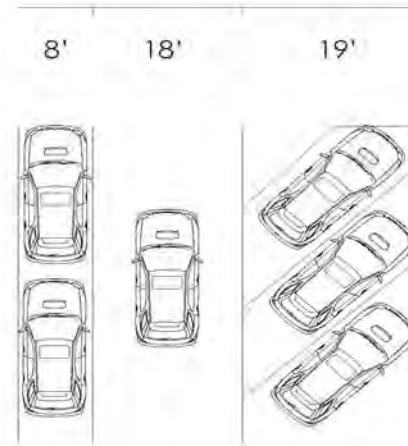
Recommended Configuration of Boat Club Ct. near W Front St.



Existing Configuration of Union St



Recommended Configuration of Union St.



Tactical Urbanism

To tackle the challenge of circulation, the Borough may utilize simple tools such as paint and props to study the area around Boat Club Court and record how pedestrians and vehicular movements interact with the street. These tactical urbanism solutions are recommended prior to making expensive permanent physical changes.

Collaborate with Arts Community

Adding art to existing blank walls along pathways in the Waterfront Area will enhance the experience for individuals walking towards the river. The Borough has a vital asset through Monmouth Arts, an advocacy organization that provides programs, events and workshops, and art education. The Borough should seize an opportunity to collaborate with Monmouth Arts to enhance the streetscape of the downtown as well as the Waterfront Area.

Several successful collaboration efforts have taken place near the Waterfront Area that can serve as examples for future projects. For instance, Riverside Gardens Park provides visitors with several murals depicting the Borough's history. Future murals should follow this precedent while also reflecting the Waterfront Area and the residents it serves.

Signage

Public access sites along the waterfront, including Boat Club Court, suffer from inadequate signage. It is recommended that the Borough install way-finding signs to ensure the public is aware of all public access points. Additionally, irrelevant "No Trespassing" signs close to, or on, public access area should be removed so as not to deter potential visitors.



Mural at Riverside Gardens Park.

APPENDICES AND REFERENCES



APPENDIX A

Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-5): Statutory Criteria

C.40A:12A-5 Determination of need for redevelopment.

5. A delineated area may be determined to be in need of redevelopment if, after investigation, notice and hearing as provided in section 6 of P.L.1992, c.79 (C.40A:12A-6), the governing body of the municipality by resolution concludes that within the delineated area any of the following conditions is found:

a. The generality of buildings are substandard, unsafe, unsanitary, dilapidated, or obsolescent, or possess any of such characteristics, or are so lacking in light, air, or space, as to be conducive to unwholesome living or working conditions.

b. The discontinuance of the use of buildings previously used for commercial, manufacturing, or industrial purposes; the abandonment of such buildings; or the same being allowed to fall into so great a state of disrepair as to be untenable.

c. Land that is owned by the municipality, the county, a local housing authority,

redevelopment agency or redevelopment entity, or unimproved vacant land that has remained so for a period of ten years prior to adoption of the resolution, and that by reason of its location, remoteness, lack of means of access to developed sections or portions of the municipality, or topography, or nature of the soil, is not likely to be developed through the instrumentality of private capital.

d. Areas with buildings or improvements which, by reason of dilapidation, obsolescence, overcrowding, faulty arrangement or design, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals, or welfare of the community.

e. A growing lack or total lack of proper utilization of areas caused by the condition of the title, diverse ownership of the real property therein or other conditions, resulting in a stagnant or not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare.

f. Areas, in excess of five contiguous acres, whereon buildings or improvements have

been destroyed, consumed by fire, demolished or altered by the action of storm, fire, cyclone, tornado, earthquake or other casualty in such a way that the aggregate assessed value of the area has been materially depreciated.

g. In any municipality in which an enterprise zone has been designated pursuant to the "New Jersey Urban Enterprise Zones Act," P.L.1983, c.303 (C.52:27H-60 et seq.) the execution of the actions prescribed in that act for the adoption by the municipality and approval by the New Jersey Urban Enterprise Zone Authority of the zone development plan for the area of the enterprise zone shall be considered sufficient for the determination that the area is in need of redevelopment pursuant to sections 5 and 6 of P.L.1992, c.79 (C.40A:12A-5 and 40A:12A-6) for the purpose of granting tax exemptions within the enterprise zone district pursuant to the provisions of P.L.1991, c.431 (C.40A:20-1 et seq.) or the adoption of a tax abatement and exemption ordinance pursuant to the provisions of P.L.1991, c.441 (C.40A:21-1 et seq.). The municipality shall not utilize any other redevelopment powers within the urban enterprise zone unless the municipal governing body and planning board have also taken the actions and fulfilled the

requirements prescribed in P.L.1992, c.79 (C.40A:12A-1 et al.) for determining that the area is in need of redevelopment or an area in need of rehabilitation and the municipal governing body has adopted a redevelopment plan ordinance including the area of the enterprise zone.

h. The designation of the delineated area is consistent with smart growth planning principles adopted pursuant to law or regulation.

Current as of August 9, 2019.

APPENDIX B

Discussion of Red Bank's Affordable Housing Requirements

The Borough of Red Bank reached a settlement with the Fair Share Housing Center on the number of affordable units that the Borough needs to develop to meet its obligation for the Third Round in accordance with the Mount Laurel IV decision. According to the settlement agreement, the Borough has a Rehabilitation Share of 129 units, Prior Round Obligation of 427 units, and Third Round Prospective Need of 313. The Borough has a remaining Rehabilitation Share need of 39 units, a Prior Round unmet need of 264 units, and a Third Round unmet need of 214 units. The Borough plans to meet the unmet Rehabilitation need by creating a Rehabilitation program that provides funding to rehabilitate currently substandard housing that is occupied by low- and moderate-income households. Per the agreement, the Borough agreed to adopt the following ordinance for mandatory affordable housing set aside for new multifamily residential developments:

Total Number of Rental or Sale Units	Minimum Percentage of Affordable Units
10 and under	None
11-25	10%
26-150	15%
151-215	17.5%
216 and over	20%

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Tools

ArcMap 10.7.1

ArcGIS Pro 2.4

SketchUp

InDesign

Lumion

Photo Sources: Studio Field Visit (2019). All images without captions in this report were taken by the study team during field visits.