



SHREWSBURY AVENUE NEIGHBORHOOD PLAN

RED BANK, NEW JERSEY

COMPREHENSIVE PLANNING GRADUATE STUDIO

FALL 2019

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RUTGERS

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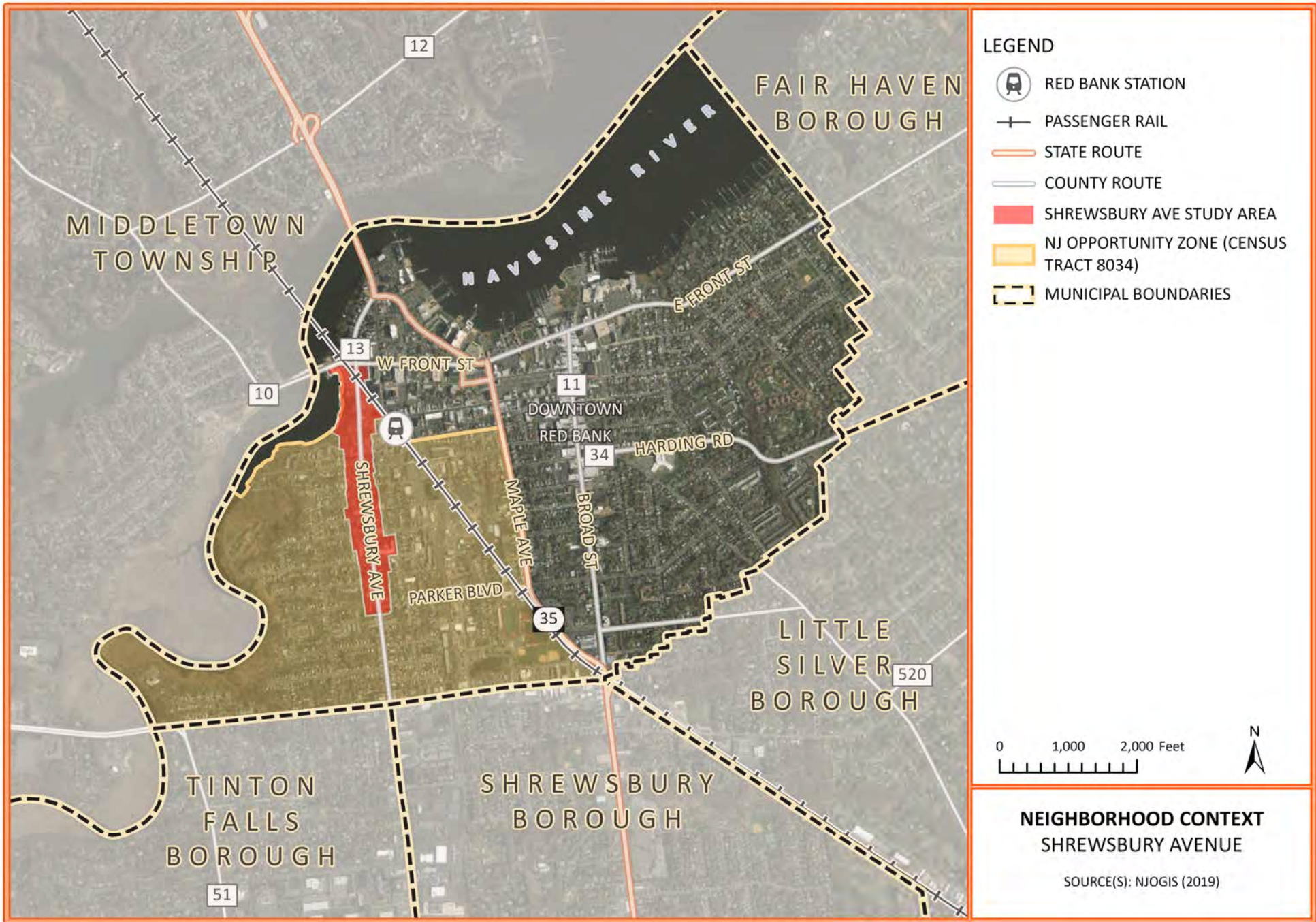
SECTION 1
INTRODUCTION





The purpose of this document is to establish a neighborhood plan for the Shrewsbury Avenue community and identify specific strategies to address current and future needs. This Plan examines existing conditions and is intended to guide future development and investment in ways that reflect the needs and vision of the community.

This Neighborhood Plan was created by eight graduate students enrolled in the Fall 2019 Comprehensive Planning Studio at the Edward J. Bloustein School of Planning and Public Policy of Rutgers University. The planning process occurred over three months in Fall 2019 and included quantitative data analysis combined with qualitative input from neighborhood residents, community stakeholders, and local government officials. This document is the culmination of the planning process and can function as a guide for how the neighborhood can manage further growth in a way that improves the quality of life for all residents.





LEGEND

-  RED BANK STATION
-  PASSENGER RAIL
-  STATE ROUTE
-  COUNTY ROUTE
-  SHREWSBURY AVE STUDY AREA
-  NJ OPPORTUNITY ZONE (CENSUS TRACT 8034)
-  MUNICIPAL BOUNDARIES

0 1,000 2,000 Feet






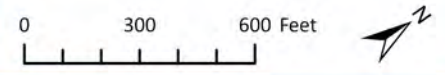
**NEIGHBORHOOD CONTEXT
SHREWSBURY AVENUE**

SOURCE(S): NJOGIS (2019)



LEGEND

-  RED BANK STATION
-  PASSENGER RAIL
-  STUDY AREA



**AERIAL SITE MAP
SHREWSBURY AVENUE**

SOURCE(S): NJGIS (2019)

NEIGHBORHOOD CONTEXT

As of the 2017 American Community Survey, the Borough of Red Bank is a community of approximately 12,220 residents and a land area of 1.75 square-miles in Monmouth County, New Jersey. Situated on the southern bank of the Navesink River, Red Bank has abundant boating access to Sandy Hook Bay and other coastal areas in Monmouth County as well as regional transportation connections via NJ-35, the Garden State Parkway and the New Jersey Transit North Jersey Coast Line. Initially settled by English settlers in the 17th century, the Town incorporated in 1908 and has since become a bustling cultural and performing arts center with a quaint historic downtown.

The Shrewsbury Avenue neighborhood is located in the southwestern section of the Borough of Red Bank. The 0.66-square-mile area is bordered by the Navesink River to the west, New Jersey Transit passenger rail to the northeast and Newman Springs Road to the south. Shrewsbury Avenue is a County road that functions as the neighborhood commercial corridor as it bisects the neighborhood from West Front Street and runs due south into Shrewsbury Township. Historically, the area along Shrewsbury Avenue and west of the rail line was

comprised of primarily residential uses with scattered neighborhood uses such as churches, schools, and drug stores. The physical barriers created by the railroad and industrial uses have historically caused the Shrewsbury Avenue neighborhood to seem cut off from the rest of the Borough. Coupled with a lack of public investment compared to the rest of the Borough, the neighborhood has struggled with building vacancy, maintenance of housing stock, and attraction of private investment in neighborhood infrastructure and amenities. This trend has changed in recent years with several development projects along the eastern section of the neighborhood that is nearest the train tracks with development spreading westward.

The Focus Area of this Neighborhood Plan includes the Shrewsbury Avenue corridor between West Front Street and Drs. James Parker Boulevard. The rationale for doing so is based on the understanding of Shrewsbury Avenue as the commercial heart of the neighborhood which connects the residential districts to the east and to the west of the Avenue. The neighborhood surrounding the focus area is Monmouth County Census Tract 8034, which will be referenced throughout the plan as the Study Area. For data gathering purposes, census data for the

neighborhood considers the whole tract to be the Shrewsbury Avenue neighborhood. The Neighborhood Context Map and Aerial Site Map show the location of the study area within Red Bank. To address the barriers to development in the whole of the Study Area and to reinforce the neighborhood's strengths, this Neighborhood Plan includes an analysis of existing conditions and context-sensitive recommendations.

A photograph of a three-story brick building with a ground-floor storefront, serving as a background for the title text. The building has a classic architectural style with arched windows on the upper floors and a large display window on the ground floor. A sign with a blue 'P' is visible on the building's facade. The scene is set on a street corner with trees and a clear sky.

SECTION 2

EXECUTIVE SUMMARY

KEY FINDINGS

Through extensive qualitative and quantitative research of the Shrewsbury Avenue neighborhood, the Rutgers Group found several important trends that were occurring in the neighborhood that had significant impact on the development of this Plan.

DEMOGRAPHIC TRENDS

- Fast growing Hispanic population in the neighborhood over the past decade.
- Trend is showcased by shops and restaurants that have popped up along the corridor as well as faith institutions working to meet the religious needs of the Hispanic population including offering multiple weekly services in Spanish.

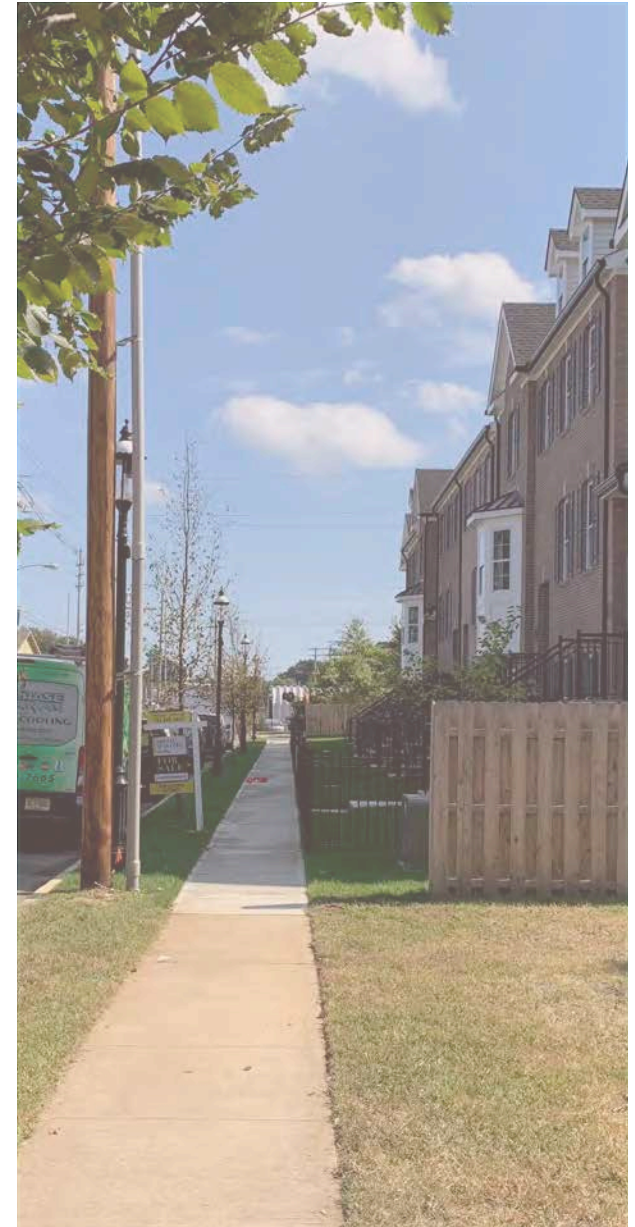
DEVELOPMENT TRENDS

- Increasing development trends tailored towards high-end luxury apartments and retail, especially close to the train station.
- Increased development along Shrewsbury Avenue and areas west of it may put increasing affordability pressures on lower-income residents if it has not already.
- Several of the Rutgers Group's

recommendations focus on the need to maintain the character and affordability of the neighborhood and work towards creating measures that allow existing residents to continue to be able to live in the neighborhood without experiencing large increases in their housing cost burdens.

PLANNING APPROACH

- The Rutgers Group found that it was unnecessary to prescribe wholesale changes to the neighborhood. The neighborhood was already a vibrant walkable area that residents on the whole really enjoyed and would like to see maintained.
- The Goals and Recommendations are rooted in a series of small changes that will help to preserve what are already unique assets to the neighborhood and simply improve the quality of life for the residents that call the Shrewsbury Avenue neighborhood home.



GOALS AND RECOMMENDATIONS

GOAL 1: MINIMIZE DISPLACEMENT IN THE NEIGHBORHOOD

- Preserve rental affordability for both residential and commercial tenants to prevent large scale displacement of residents.
- Build and incentivize workforce housing
- Future development in neighborhood should provide benefits directly to the neighborhood
- Highlight the history of the neighborhood as historically African American. Partner with historic sites to help highlight this history.
- Recognize the more recent Hispanic population that now makes up the majority of residents of the neighborhood
- Develop partnerships between the neighborhood, its institutions, and the arts and culture centers present in Red Bank to create murals and develop cultural heritage programming for the neighborhood.

GOAL 2: REPURPOSE RED BANK SENIOR CENTER AND NEIGHBORING PARCELS TO ALLOW FOR A WATERFRONT PARK AND LAND USES CONSISTENT WITH THE SURROUNDING AREA AND COMMUNITY NEEDS.

- The Borough may want to consider creating a study that could result in the creation of a redevelopment plan that designates the Red Bank Senior Center an Area in Need of Redevelopment. This would help to increase the leverage that the Borough would have in helping to remake the space that adds a public amenity of public access to the waterfront with the potential to create a new public park out of the redevelopment.
- The Borough should solicit proposals that allow for the creation of open access to the waterfront for the public in exchange for the right to develop the property. Many residents expressed their desire to have development that can tradeoff benefits like possibly keeping a community space on the first floor in addition to the open space requirement for the back of the property that abuts the waterfront.
- Potentially allow for the developer of the new building to create affordable housing off-site in another infill location in the neighborhood.

GOAL 3: IMPROVE SAFETY AND OVERALL FUNCTION OF PEDESTRIAN AND BICYCLE INFRASTRUCTURE

- Enhance walkability along Shrewsbury Avenue through streetscape improvements.
- Improve pedestrian connections to Red Bank Train Station
- Implement streetscape improvements from the approved NJDOT streetscape grant
- Run a demonstration project parklet at an intersection that is highly used

GOAL 4: ENCOURAGE MIXED-USE DEVELOPMENT THAT IS SOCIALLY AND VISUALLY COMPATIBLE

- Provide incentives for mixed-use developments.
- Rezone areas that are adjacent to the NB Zone that encompasses Shrewsbury Avenue.
- Utilize amendments to the zoning ordinance that allows for the development of vacant parcels and incentivize small scale commercial uses

GOALS AND RECOMMENDATIONS

GOAL 5: CONSOLIDATE ZONES IN SHREWSBURY AVENUE NEIGHBORHOOD

- Consolidate all of RB, R-B1, and R-B2 to a single zone
- Decrease minimum lot areas required in RB, R-B1 and R-B2
- Conduct a detailed study that would identify the number of units in each home to determine what existing single family homes could be converted to duplexes to meet the current and projected housing demand.
- Conduct a thorough study to determine the housing need and what other strategies could be done to lower residents' housing costs.

GOAL 6: INCREASE THE RATE OF HOMEOWNERSHIP AND IMPROVE HOUSING AFFORDABILITY

- Incentivize homeowners and property owners to make improvements to their properties and allow for the internal division of single family homes.
- Allow and increase affordable options for first time home buyers or those who do not have the means to purchase a larger single family home
- Consider designating the study area as

an Area in Need of Rehabilitation and prepare a redevelopment plan for the area.

- Promote programs for first time home-buyers that are available via New Jersey Home Mortgage Finance Agency

GOAL 7: IDENTIFY SITES FOR POTENTIAL WATERFRONT ACCESS, GREEN SPACE OR COMMUNITY FACILITIES TO IMPROVE RECREATIONAL OPPORTUNITIES FOR RESIDENTS

- Work with organizations within the neighborhood to develop a strategy to improve recreational opportunities in the neighborhood, especially for a youth space.
- The Borough should explore options to connect green spaces in the neighborhood that are along the River.
- Create pilot parklets and other small public space opportunities that can be integrated into the streetscape
- Utilize the various programs that New Jersey Department of Environmental Protection has on creating public access to water.
- Prepare a public access plan that can become an element of the Borough Master Plan

- Residents also voiced the desire for a branch of the Red Bank library in the Shrewsbury corridor, which could hold public events

A photograph of a public participation meeting. A woman in a white shirt is pointing to a map on a flipchart on the left. Another woman in a black top is standing near a whiteboard on the right. An audience of diverse people is seated in the foreground, facing the presenters. The room has a wooden floor, a large screen in the background, and recessed ceiling lights.

SECTION 3 PUBLIC PARTICIPATION

GOALS AND RECOMMENDATIONS

Public outreach for this Plan consisted of an 8-week process that engaged area residents, property owners, developers, public officials, and other key public and private stakeholders. A community meeting was held on November 6th, 2019 at the T. Thomas Fortune House. The Rutgers Studio publicized the community meeting through distribution of a flyer (See Appendix A for flyer), community outreach through neighborhood stakeholders, and publication in local news media. Notes from the community meeting can be found in the Appendix. Additional community input was gathered via individual stakeholder interviews during this time. The group was also able to draw from prior plans and other primary sources that used community outreach efforts similar to those conducted in this Plan. Those resources will be referenced throughout this document.

PLANNING CONTEXT

The planning process for the Shrewsbury Avenue neighborhood comes at a unique point in time for the neighborhood. In recent years, large, upscale developments have taken place along the eastern portion of the neighborhood, the area closest to the Red Bank train station. These developments include the Brownstones at Red Bank townhomes, the redevelopment

of the Anderson building, and The Rail project. Based on the asking prices and the contract rents for the housing units in these developments, these projects tailored towards residents of much higher incomes than the current median household income of the neighborhood. According to the 2017 American Communities Survey 5-year estimates, median household income was \$53,401 in the neighborhood. In addition to these changes, the neighborhood was recently designated as an Opportunity Zone to attract greater investment in the area. It is with these changes in mind that the analysis was performed.

The planning context includes the 2019 Re-examination Report of the Master Plan for Red Bank that was adopted by the Planning Board and the 2016 Monmouth County Master Plan. The 2019 Re-examination Report called for several recommendations related to the work done in the Shrewsbury Avenue neighborhood that would apply to this plan. These recommendations included such topics as economic development, land use regulations, and objectives related to circulation.

The 2016 Monmouth County Master Plan called for the continued enhancement of Red Bank as a County destination for

shopping and entertainment as well as a Historic Shore Town. This Plan makes recommendations to enhance the Shrewsbury Avenue neighborhood as an economically and culturally vibrant neighborhood that improves the quality of life for neighborhood residents and attracts visitors to the area because of its distinct qualities. These recommendations build off of the development that is occurring in the neighborhood to manage the growth in a way that is beneficial to neighborhood residents and visitors looking to take in the vibrancy of the neighborhood.

A photograph of a street scene. On the left, there are several buildings, including a two-story brick building with a sign that says "Coca-Cola". A red SUV and a silver sedan are parked on the left side of the street. On the right, a dark SUV is driving away from the camera. The street has double yellow lines in the center. Utility poles with many wires are visible along the street. The sky is blue with some clouds. The text "SECTION 4 EXISTING CONDITIONS" is overlaid in the center of the image.

SECTION 4
EXISTING CONDITIONS

COMMUNITY PROFILE

As one of three Census Tracts in Red Bank Borough, NJ, the Shrewsbury Avenue neighborhood encompasses the entirety of Monmouth County Census Tract 8034. Please refer back to Figure “Shrewsbury Avenue Neighborhood Map in context of Borough of Red Bank” to see the borders of the neighborhood in context with the rest of the Borough of Red Bank. The information presented is derived from the American Community Survey five-year estimates for 2017 and the 2010 decennial census data. Most key indicators use the most current information based on estimates for 2017 compared to the 2010 census data. Furthermore, it should be noted that American Communities Survey for 2017 provides a very accurate estimate of the actual numbers although there is some margin for error given the sample size of the census tracts. Despite this, it gives the Plan an accurate reading of the trends of where both the neighborhood and the Borough are going since 2010.

POPULATION

The Shrewsbury Avenue neighborhood is home to 5,416 residents and 1,553 households. The neighborhood has experienced rapid growth since 2010 with an increase of 507 people to the population,

which represents over a 10% increase. During this same period, the Borough of Red Bank as a whole essentially had no population growth.

Although this neighborhood was historically an African American community, the neighborhood is currently predominantly Hispanic or Latino with 59.2% of the tract’s total population. The Hispanic population is also the fastest growing population in the neighborhood increasing its share of the neighborhood population by almost 10 percentage points in the seven years since the 2010 census when the group counted for 49.5% of the population. The remaining 40% of the population is almost evenly split between non-Hispanic whites and African Americans. The neighborhood is also much more Hispanic compared to the entire borough where almost half the population is non-Hispanic white and the Hispanic population is closer to 37%.

One other noticeable difference between the Shrewsbury Avenue neighborhood and the rest of the Borough is that the population of the neighborhood is much younger. The median age of the neighborhood is 32.1 years compared to 36.0 years for the Borough as a whole. This is mainly due to more children living

in the neighborhood with the population under the age of 18 comprising 28.8% of the population compared to 20.8% of Red Bank’s population being under 18. These unique demographics in the neighborhood present challenges to the planning process for the area. Greater attention needs to be placed on recommendations geared towards children and families than if the Plan was for the Borough as a whole. The additional population growth patterns for the neighborhood create opportunities to focus strategies on how the neighborhood can absorb a growing population rather than needing to attract additional residents to grow the neighborhood.

HOUSEHOLDS

Given the percentage of the neighborhood’s population under the age of 18, it is not surprising that the Shrewsbury Avenue neighborhood has a rather large average household of 3.47 persons and an average family size of 3.89 persons. Comparatively, Red Bank as a whole has a lower average household size of 2.43 persons and an average family size of 3.29 persons. It is clear that planning for this neighborhood should focus on catering towards families with children and how the neighborhood can become more family-friendly.

INCOME

The median household income in the neighborhood is \$53,401. This number is about \$20,000 less than the Boroughwide median household income. Despite adjusting for inflation, the current median income increased by approximately \$3,300 (6.6%) when compared to the 2010's median income level. Of the total four Block Groups, the eastside block along the railroad is the most affluent with a median household income of \$77,273. Further west in the neighborhood, the median income level decreases with the block along the Shrewsbury Avenue corridor having a median income of \$51,361 and the westside waterfront block having a median household income of \$36,632. Nearly 17% of families in the neighborhood live below the poverty line, with half of these families (8.5% of total families) headed by single mothers. The unbalanced spatial distribution and the demographics in relation to the poverty status reflect the financial problems of this area that are fundamental to decisions about the development sequence and what services are needed.

EDUCATION

The Shrewsbury Avenue neighborhood is located in the Red Bank Borough School District and houses Red Bank Primary School,



which is located at the bottom of River St. This school educates children from Preschool through third grade. Red Bank Middle School and High School are also within relatively easy walking distance for much of the Study Area. According to Red Bank's Board of Education, enrollment in the Red Bank Borough School District for the 2018-2019 school year was 1,428 students, which is up from the 2008-2009 enrollment of 924. The District has been trying to keep up with the large increase in enrollment by adding 30 certified instructors to its staff.

Among people over the age of 25 from this neighborhood, nearly 40% do not have a high school diploma and approximately 28% attained a high school diploma or equivalent as their highest education level. People with a bachelor's degree or higher represent about 14.5% of the neighborhood population.

Comparitively, 40% of Borough residents have attained a bachelor's degree or higher, while about 22% did not finish high school and 19.2% obtained a high school diploma or equivalent. The 2017 estimates show that the education levels of residents have dropped since 2010. In 2010, there were 30% of neighborhood residents without a high school diploma (10% less) and 36% of them graduated from a high school or equivalency (8% more than today). The lack of education can potentially limit the earning potential of the neighborhood's residents by preventing them from accessing higher paying jobs that require higher levels of education than most residents have earned. At the same time, the Borough's school district is also experiencing a significant increase in student enrollment from a decade ago. These trends give insight into the potential services that need to be provided for residents of the neighborhood.

EXISTING LAND USE

The Shrewsbury Avenue business district comprises a wide range of land uses including single-family detached homes, retail establishments, restaurants, mixed-use apartments, churches, medical facilities, and transportation uses. Existing land use in the neighborhood is shown in Existing Land Use Map on page 20.

COMMERCIAL

The majority of commercial property within the Shrewsbury Avenue neighborhood is located along Shrewsbury Avenue, which functions as a neighborhood business district (NBD). Businesses in the

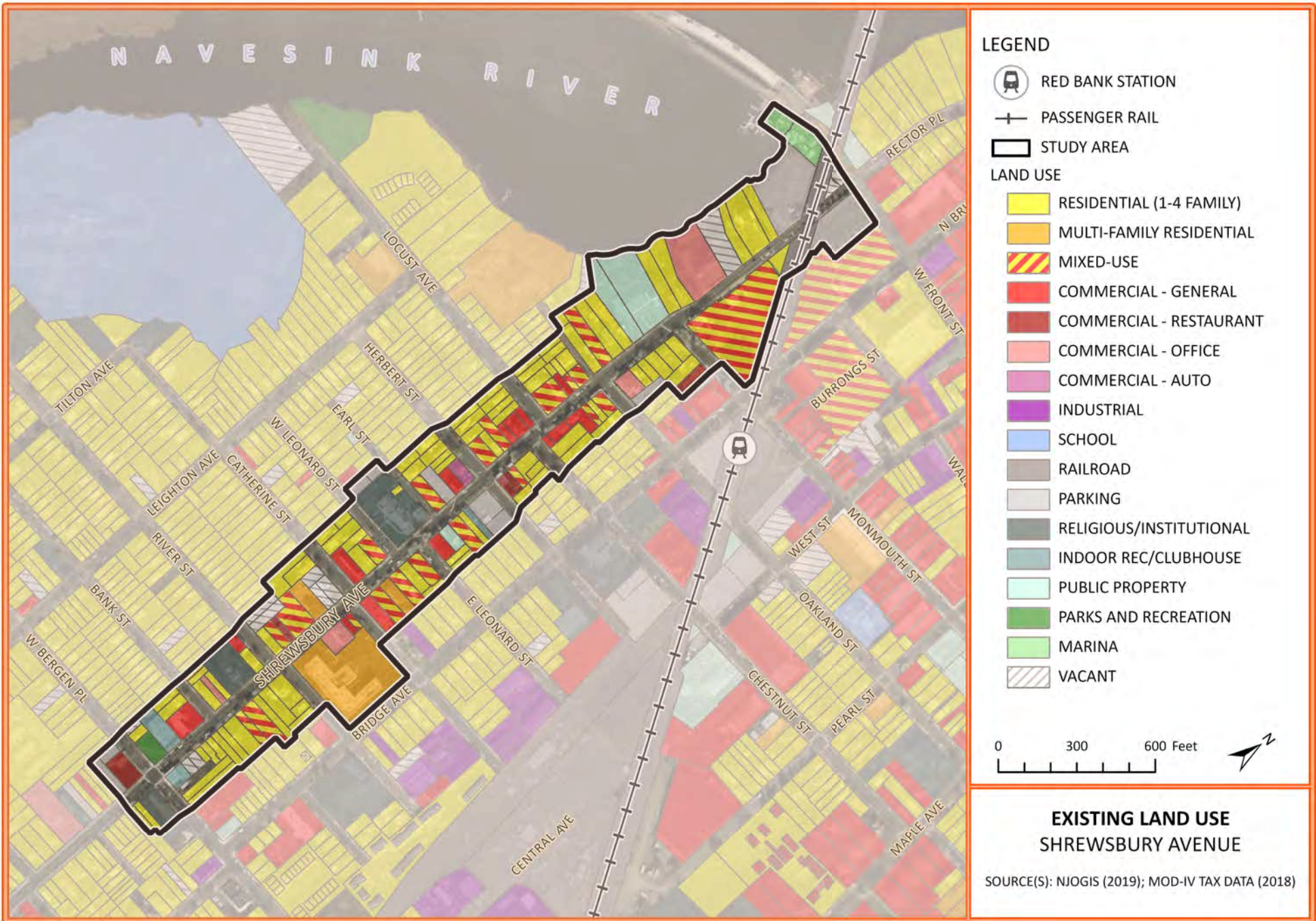
commercial corridor include laundromats, pharmacies, bodegas, convenience stores, small restaurants, indoor recreation facilities and other businesses that are typical of a neighborhood business district that mainly serves the needs of neighborhood residents.

A unique feature to the corridor includes several owners of single-family detached homes who have constructed single-story commercial expansions in their front yards to accommodate restaurants, bodegas, and other commercial uses. While commercial development and mixed-use conversion serves an economic purpose for property owners and local residents, the construction

has resulted in a highly variable front yard setback that creates an inconsistent streetscape and contrasts the historic character of the neighborhood's traditional residential architecture

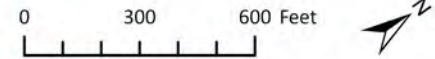
Many retail and food establishments in this area reflect the neighborhood's growing Hispanic and Latino community. The presence of a distinct ethnic identity presents an opportunity to promote the local identity through cohesive neighborhood planning and the formation of community partnerships.





LEGEND

-  RED BANK STATION
-  PASSENGER RAIL
-  STUDY AREA
- LAND USE**
-  RESIDENTIAL (1-4 FAMILY)
-  MULTI-FAMILY RESIDENTIAL
-  MIXED-USE
-  COMMERCIAL - GENERAL
-  COMMERCIAL - RESTAURANT
-  COMMERCIAL - OFFICE
-  COMMERCIAL - AUTO
-  INDUSTRIAL
-  SCHOOL
-  RAILROAD
-  PARKING
-  RELIGIOUS/INSTITUTIONAL
-  INDOOR REC/CLUBHOUSE
-  PUBLIC PROPERTY
-  PARKS AND RECREATION
-  MARINA
-  VACANT



**EXISTING LAND USE
SHREWSBURY AVENUE**

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

RESIDENTIAL

The Shrewsbury Avenue neighborhood is primarily made up of single-family detached residential homes. Several buildings along Shrewsbury Avenue include ground-floor retail with second and third floor apartments. Residential side-streets along the corridor include sidewalks, planting strips, and street trees that create a very walkable neighborhood. Opportunities exist to further enhance pedestrian connections between the Shrewsbury Avenue neighborhood and

Downtown Red Bank. New developments in the neighborhood offer denser development in the form of townhouses and apartment buildings containing studio, one-bedroom, and two-bedroom apartments. During group walkthroughs of the neighborhood, it was evident that many large, single-family detached homes had been converted to two- and three-family structures to meet the needs of the neighborhood's growing population.

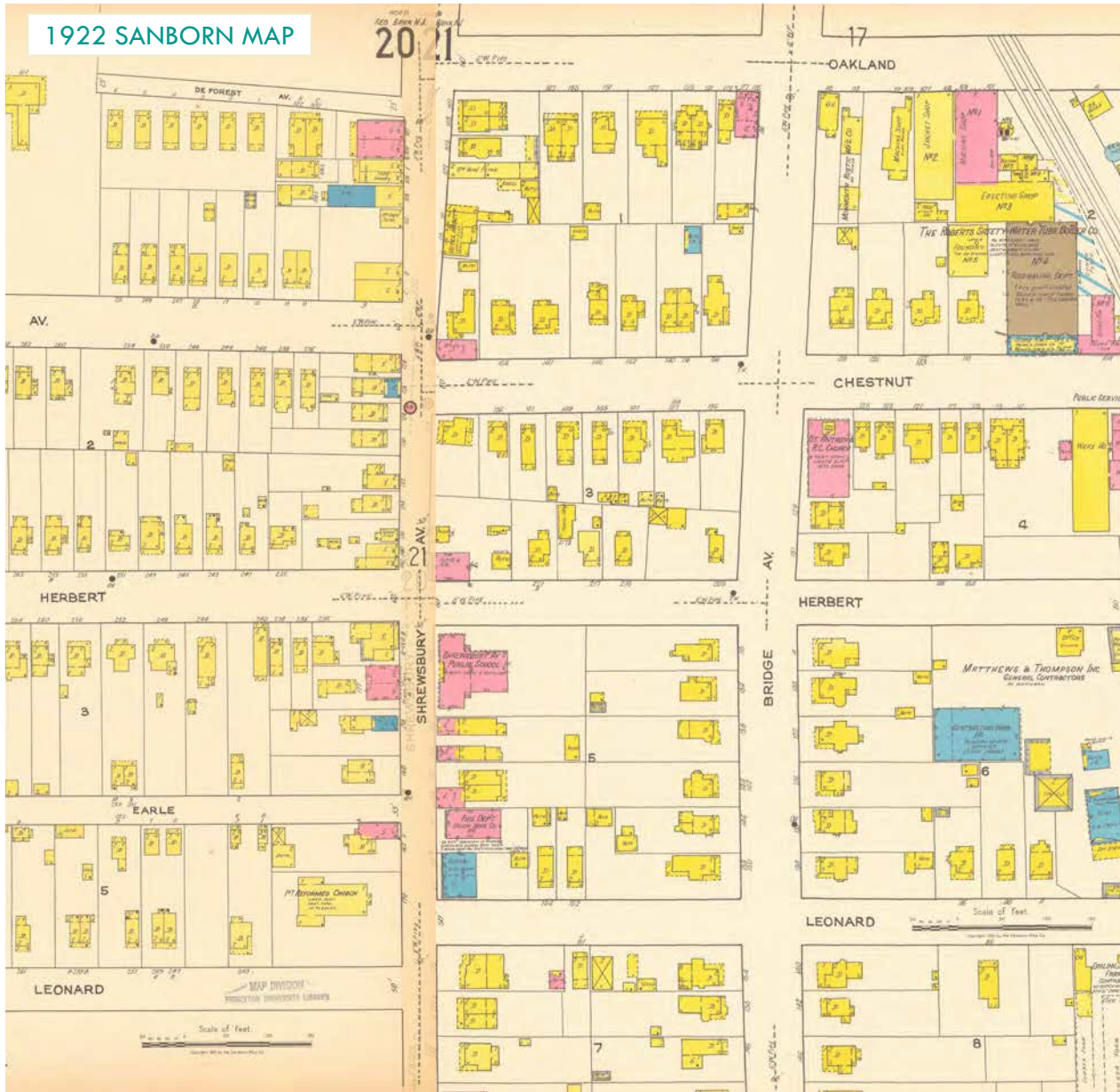


VACANCY

According to the American Communities Survey, the non-seasonal vacancy rate for the Shrewsbury Avenue neighborhood is around 8%. Within the focus area along Shrewsbury Avenue, there were approximately ten vacant parcels, including three that were vacant lots. This vacancy could either act as a detriment to the health of the rest of the corridor by deterring the economic vitality of the area, or it could potentially act as a catalyst for positive changes to the corridor given sufficient investment and rehabilitation. Some of these vacant lots are owned by adjacent property owners. This is the case with the lot located next to Juanito's Bakery located just north of the intersection of Catherine St and Shrewsbury Ave. The Borough Planning Board has approved an application for construction of a laundromat with upper-story apartments that will likely meet the needs of the neighborhood's residents and restore the streetface.

Similar projects should be considered given the trends in population growth and demand for goods and services within a walkable distance.

HISTORIC LAND USE



According to 1922 Sanborn Maps and historic satellite imagery, land use along Shrewsbury Avenue had been primarily residential with increasing commercial use in the 20th Century. While the surrounding area remains primarily residential today, land uses on the avenue now include mixed-use structures that have ground-floor retail spaces and second- and third-floor apartments. Several recently-approved projects include mixed-use development in the neighborhood.

ZONING

The Shrewsbury Avenue neighborhood comprises multiple zoning districts. Most of the neighborhood is zoned as some kind of residential with varying levels of density allowed. Additionally, several of the zones allow for business to go along with residential uses. The exceptions to this are Shrewsbury Avenue that is zoned to permit neighborhood businesses and the areas immediately surrounding the train tracks, though they are not included in our study area, are zoned for industrial uses. While further details are provided in Appendix C, the following zones are in the study area, as shown in the “Zoning Map” below are:

WD - WATERFRONT DEVELOPMENT

- This can include detached single-family (minimum lot size of 30,000 sq. ft.) and multi-family dwellings (townhouses not to exceed 10 units per gross acre and garden apartments or apartment housing not to exceed 16 units per gross acre all with minimum lot sizes of 45,000 sq. ft., see Appendix C to view special exceptions to river-front properties); professional, business and home professional (minimum lot size of 30,000 sq. ft.) offices; primary food service establishments like restaurants; hotels, motels and bed-and-breakfasts; essential services (minimum lot sizes of 30,000 sq. ft. for other uses).

BR-1 - BUSINESS RESIDENTIAL 1

- This can include multi-family (townhouses not to exceed 14 units per gross acre with minimum lot sizes of 25,000 sq. ft. and garden apartments or apartment housing not to exceed 16 units per gross acre both with minimum lot sizes of 45,000 sq. ft.) or detached single family dwellings (minimum lot size of 4,500 sq. ft.), dwellings on floors above street level-floor for example above a restaurant or corner store (where the dwellings are maximum 16 units per acre and a maximum of two bedrooms.); professional, business and home professional (minimum lot size of 4,500 sq. ft.) offices; retail commercial; personal service establishments; art studios and galleries; banks, trust companies and deposit institutions; primary food and/or liquor institutions like restaurants and bars, motor vehicle diagnostic and service facilities; hotels and motels; theaters; mortuary and funeral homes; lodges, clubs and fraternal organizations; government offices; essential services; and commercial recreational uses. Other uses do not have a lot size requirement.

BR-2 - BUSINESS RESIDENTIAL 2

- The only distinction from between BR-1 is that BR-2 allows for an increased density

of up to 4 units (20 units total per acre) for above street-level dwellings if there would be less than four units at a site with the regulations given in BR-2; has more stringent regulations to its retail commercial uses and personal service establishments and does not allow primary liquor-service establishments. Other uses have a minimum lot size of 10,000 sq. ft.

RB - RESIDENTIAL B

- This can include detached single-family dwellings and essential services with minimum lot sizes of 3,500 sq. ft.

R-B1 - RESIDENTIAL B

- The only distinction from RB is the minimum lot size in R-B1 is 4,500 sq. ft.

R-B2 - RESIDENTIAL BUSINESS 2

- The only distinction from RB is that RB-2 can include detached two-family dwellings as well with a minimum lot size of 7,000 sq. ft..

RD - RESIDENTIAL D

- The only distinction from RB is RD can include multi-family (garden apartments and apartment houses not to exceed a density of 15 units per acre and 12 units

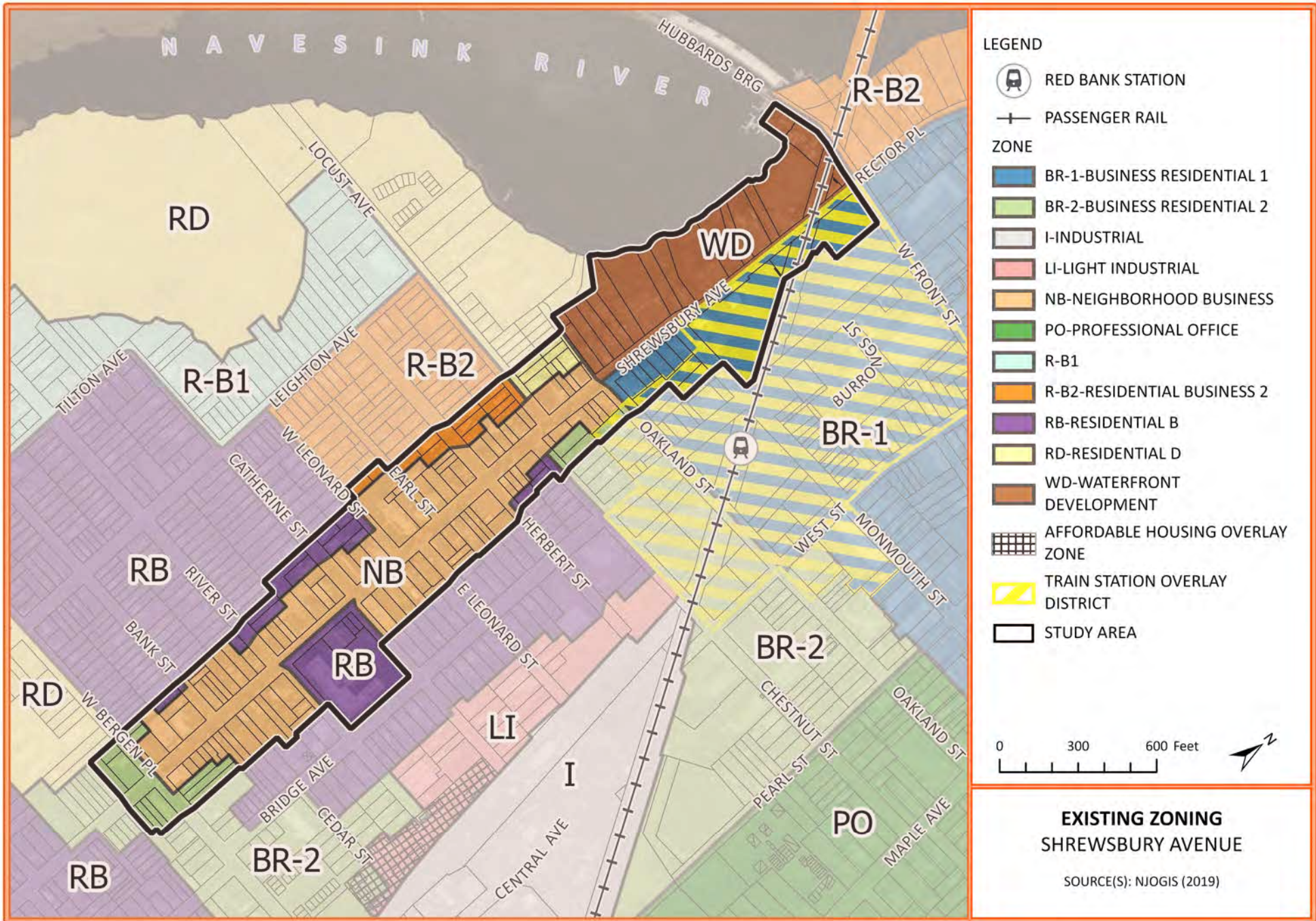
for townhouses, see Appendix C to view special exceptions to river-front properties all with minimum lot size of 120,000 sq. ft) or detached two-family dwellings as with RB-2 and public utilities as well.

NB - NEIGHBORHOOD BUSINESS

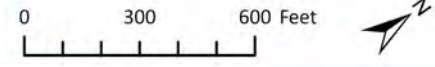
- This can include dwellings on floors above street-level for example above a restaurant or corner store (maximum two such apartments on each floor, maximum four apartments in any building and maximum two bedrooms per apartment and a minimum of 600 ft of habitable area); professional and business offices; retail commercial; personal service establishments; primary food and/or liquor institutions like restaurants and bars; printing, publishings and book-binding; government offices; and essential services. There are no minimum lot sizes for this zone.

The northern portion of the study area is zoned as a Train Station Overlay District. The purpose is to encourage a mix of retail/commercial uses at street level with increased residential density on floors above street level to create a mixed residential and commercial neighborhood that relies predominantly on public transportation as the primary means of travel.





- LEGEND**
- RED BANK STATION
 - PASSENGER RAIL
 - ZONE**
 - BR-1-BUSINESS RESIDENTIAL 1
 - BR-2-BUSINESS RESIDENTIAL 2
 - I-INDUSTRIAL
 - LI-LIGHT INDUSTRIAL
 - NB-NEIGHBORHOOD BUSINESS
 - PO-PROFESSIONAL OFFICE
 - R-B1
 - R-B2-RESIDENTIAL BUSINESS 2
 - RB-RESIDENTIAL B
 - RD-RESIDENTIAL D
 - WD-WATERFRONT DEVELOPMENT
 - AFFORDABLE HOUSING OVERLAY ZONE
 - TRAIN STATION OVERLAY DISTRICT
 - STUDY AREA



**EXISTING ZONING
SHREWSBURY AVENUE**

SOURCE(S): NJGIS (2019)

HOUSING



VALUE AND RENT

According to American Communities Survey data, the median home value in the neighborhood was \$261,500 in 2017 compared to \$369,400 for the Borough, and the median gross rent was \$1,592, which was higher than the Borough's median gross rent of \$1,398. Because the homeownership rate in the neighborhood is only 34.6%, it is important for the planning context to focus more on how much residents are paying in rent since the overwhelming majority are renters.

COST

As of 2017, approximately 64.5% of renters and 36.0% of homeowners in the neighborhood are cost burdened, meaning they are paying more than 30% of household income on housing costs. High housing costs may be preventing residents from being able to spend more of their income on other essential household necessities.

AFFORDABLE HOUSING

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% |

YEAR STRUCTURE BUILT

The median year the structure was built in the neighborhood is 1939 compared to the Borough's median year built, which is 1950. Compared to the rest of the Borough, houses in the Study Area are generally older, which means it may be costing homeowners and other property owners more to upkeep the homes due to their age. It is possible that some kind of incentive to rehabilitate and renovate many of the older homes in the neighborhood could help raise the median home value closer to what the Boroughwide median value is.

TRANSPORTATION AND CIRCULATION

Shrewsbury Avenue, or Monmouth County Route 13, runs north and south through the Borough from West Front Street to Newman Springs Road. North of Newman Springs Road, the Avenue consists of one driving lane in each direction and a posted speed limit of 30mph. As for means of transportation, roughly 25% of households in the Study Area don't have access to a vehicle, and about 45% of households have only one car. 65% of workers in the neighborhood used a car to get to work with 35% using other means such as public transit, bicycle, or walking to get to work.

VEHICLE TRAFFIC

A traffic count was conducted on Shrewsbury Avenue between the intersections of Drummond Avenue and West Side Avenue in October 2016. According to the annual average daily traffic (AADT) calculation by the New Jersey Department of Transportation, an estimated 17,652 vehicles traverse the corridor on any given day. Although the traffic count station was located 1,000 feet south of the focus area boundary, the count suggests moderate traffic volume on the corridor that may be attributable to the area's proximity to the Garden State Parkway and Newman Springs Road interchange.



NJ TRANSIT RAIL

The New Jersey Transit North Jersey Coast Line stops at Red Bank Station, located at the intersection of Bridge Avenue and Monmouth Street. The North Jersey Coast Line provides rail service to cities and coastal communities between New York Penn Station and the Borough of Bay Head in Ocean County.

Approximately half of the Focus Area of the blocks along Shrewsbury Avenue, between Herbert Street and Front Street, is located within a 5-minute walk of Red Bank Station, while the remainder of the Study Area is within a 10- to 15-minute walk. Historic Red Bank Station, constructed in 1875, is listed on the State and National Register of Historic Places.

NJ TRANSIT BUS

Five New Jersey Transit bus lines serve the Focus Area via stops on Shrewsbury Avenue or at Red Bank Station. Line 833 (Red Bank - Freehold - Freehold Raceway Mall) and Line 835 (Red Bank - Sea Bright) run northbound and southbound on Shrewsbury Avenue before connecting to the Red Bank Station via Chestnut Street. Bus stops for these routes within the Study Area are located at the intersections of Drs. James Parker Boulevard, Catherine Street, and West Leonard Street. Given the proximity of Red Bank Station to the Focus Area, three bus lines that do not intersect the focus area directly serve the area. Line 831 (Red Bank - Monmouth Mall - Long Branch), Line 832 (Brookdale Community College - Red Bank - Asbury

Park), and Line 834 (Red Bank - Highlands) provide additional regional transportation connections to the area.

BIKE/PEDESTRIAN

The only dedicated bike lanes in the neighborhood are on Bridge Avenue. However, the Borough has taken steps in recent years to improve non-motorized vehicle mobility in the neighborhood. In 2010, the State of New Jersey and the Borough of Red Bank adopted a Complete Streets policy to improve transportation equity and safety. Following the policy, the Borough retained Urban Engineers to prepare a Bicycle and Pedestrian Planning Study. The goal of this project is to improve safety and mobility for non-motorized modes of transportation.

The 2010 Plan identified the existing conditions including several challenges towards ensuring bicyclist and pedestrian safety. With regards to the Shrewsbury neighborhood, the Plan stated that bicyclists were observed especially on Shrewsbury Avenue, but the Avenue has a history of bike crashes due to higher motor vehicle speeds, higher traffic volumes, and a lack of dedicated bicycle space. The majority of crashes are happening south of Locust Avenue as well as in a crash cluster at Bridge Avenue and

Drs James Parker Boulevard. The identified key intersections for pedestrian crashes were Chestnut St and Shrewsbury Ave and north of Drs James Parker Blvd, while the key intersections for bicycle crashes were Shrewsbury Ave and Herbert St, Catherine St, Westside Ave and are mostly along the Shrewsbury corridor. These intersections also had identified issues regarding pedestrian and bicycle crossings along Shrewsbury Avenue and the cut-through traffic along Leighton Ave.

The 2010 Plan proposed dedicated bike lanes to address these issues. The Shrewsbury Ave neighborhood includes two out of nine focused sub-areas across the Borough. In this neighborhood, bike lanes were proposed along Drs James Parker Blvd and Bergen Place, Locust Avenue and Chestnut Street as well as along River Street. The proposed bike lanes on Locust, Chestnut, and River overlap with the Safe Route to School plan. Additionally, Bridge Avenue was proposed to have an important bike lane that connected Red Bank Borough and Middletown Township, the loop including both sides of the rail tracks and the north-south route within the neighborhood as well as near the train station. Beside the bike lanes, other treatments were proposed for the Shrewsbury Avenue corridor such as adding traffic signals, curb extensions, high-

visibility crosswalks, reducing the posted speed along the Avenue, and the creation of a new 4-way stop and thru-traffic diverter at Leighton and Drs James Parker. The Borough also encourages transportation by bicycle with the inclusion of bike parking and lockers that are available at Red Bank Station.



PARKING

A Comprehensive Parking Study for the Borough of Red Bank was prepared by Walker Consultants in January 2019. The study area primarily focused on downtown Red Bank but included the blocks along Shrewsbury Avenue between Front Street and Monmouth Street and the triangular area bordered by Bridge Avenue, Chestnut Street, and the railroad tracks.

Given the neighborhood-oriented businesses in the Shrewsbury Avenue corridor, patrons of local stores and services in the area are most likely nearby residents rather than visitors from the surrounding area. Therefore, it is unlikely that the business clientele are driving to the neighborhood businesses. While additional parking facilities may be necessary, the perceived need for additional parking may be better addressed through improvements to streetscape and bicycle facilities that will further integrate the commercial uses into the surrounding neighborhood.

ON-STREET PARKING

On-street parking is available along most segments of Shrewsbury Avenue south of Monmouth Street. Parking is unmarked and unmetered throughout the Focus Area and the surrounding neighborhood. Several segments prohibit on-street parking for longer than 15 minutes or altogether, while the frequency of driveways and curb cuts further reduces the supply of on-street parking. However, residential side streets along Shrewsbury Avenue have an ample supply of free on-street parking.

OFF-STREET PARKING

Public off-street parking is limited along Shrewsbury Avenue, given the absence of public property and community facilities. Major private sources of off-street parking along Shrewsbury Avenue include the parking lot of the recently renovated Anderson building located at the corner of Shrewsbury and Monmouth Ave and the parking lot owned by B2 Bistro located at the corner of Herbert St and Shrewsbury Ave.



COMMUNITY FACILITIES

Community facilities in the Shrewsbury Avenue neighborhood are a mix of parks, clinics, public transit facilities and religious institutions. These facilities and spaces help to make up the social fabric of the neighborhood and provide essential services to residents of the Borough and the region. The types of public facilities located in the neighborhood also indicate social characteristics. The planning process helped the Rutgers group identify these places and develop ideas about how to enhance public and semi-public facilities and direct additional investment to maximize benefit for the neighborhood.

RED BANK SENIOR CENTER

The Red Bank Senior Center at 80 Shrewsbury Avenue is a Borough-operated facility that hosts activities and services for the over-60 population including exercise classes, meal services, transportation services, crafts, Bible Study, parties, and cookouts. The facility provides services to approximately 1,200 seniors each month. The existing building is undergoing extensive renovation of the fire suppression system. The Borough is interested in exploring alternative locations or redesign of the current site to make the best use of Borough property. The existing location, given its scenic view of the Navesink

River and its proximity to Red Bank Station creates opportunities for redevelopment that can address additional community goals such as construction of affordable housing and additional open space.

PARKER MEDICAL CENTER

The Parker Medical Center is a health clinic that serves as an initial health care access point for uninsured patients that live throughout Monmouth County. The clinic mainly serves residents from the Shrewsbury Avenue neighborhood, but it is likely that many of the clinic's patients come from outside the area. At the same time, the clinic's location and mission indicates that there is likely an above-average rate of uninsured households living in the neighborhood.



JOHNNY JAZZ PARK

Johnny Jazz Park is a neighborhood corner park dedicated to the memory of Ralph 'Johnny Jazz' Gatta Jr., a local butcher and lover of jazz music. The 7,840-square-foot park, located at the corner of Shrewsbury Avenue and Dr. James Parker Boulevard, includes shade trees, park benches, lamp-lighted sidewalk, and a painted mural. The park hosts occasional public events, but the community has expressed interest in additional park space to accommodate different activities and larger crowds.

FAITH-BASED INSTITUTIONS

The Shrewsbury Avenue neighborhood has a wealth of faith-based institutions that serve diverse congregations of various faiths. One of the mainstays of the neighborhood is the Pilgrim Baptist Church that caters to many of the elder residents who have lived in the community for years as well as



a growing contingent that travels in to Red Bank for Sunday Service and other faith related programming. St. Anthony's Roman Catholic Church is located near the Red Bank Train Station that offers religious services throughout the week with several Masses taking place on Saturdays and Sundays. Both churches offer services in Spanish, recognizing the need and demographics of the neighborhood. There are several other religious institutions in the neighborhood including Shrewsbury Avenue AME Zion Church, Calvary Baptist Church, and St. Thomas Episcopal Church.

RED BANK PRIMARY SCHOOL

Red Bank Primary School is a public school that is part of the Red Bank Borough School District and is located at 222 River Street. The school offers grades preschool to 3rd grade. According to the School's Performance Report, as of the 2017-2018 school year, the student enrollment for the school is 657 students. Almost 90% of the students are considered economically disadvantaged, and 54% are English Language Learners. In terms of demographics, 86% of the students are Hispanic, 5% are white, and 5% are African American. About 2.5% are two or more races. Spanish is the primary language used at home for 77% of the student body.



HISTORIC RESOURCES

T. THOMAS FORTUNE CULTURAL CENTER

The T. Thomas Fortune Cultural Center is located on Drs James Parker Blvd and is the former home of T. Thomas Fortune, a civil rights advocate and journalist who lived in the house at the beginning of the twentieth century. The home is a designated National Historic Landmark. The Fortune House was recently rehabilitated and opened in 2019. It now serves as a cultural center to celebrate the life and work of T. Thomas Fortune and provides community events and programming.



Photo courtesy of Eileen Moon

RIVER STREET SCHOOL

The River Street School is located at 60 River Street that has been turned into River Street Commons, an affordable senior housing development that consists of 61 units. The building was listed as a National Registered Historic Place in April 1995.



SUSCEPTIBILITY TO CHANGE ANALYSIS

Due to the lower homeownership rate of 34.6% and the fact that almost 65% of renters in the Shrewsbury Avenue neighborhood are cost burdened, it is reasonable to assume that the neighborhood as a whole is susceptible to change. Additionally, the creation of the Opportunity Zone program that includes the neighborhood as an opportunity zone creates the potential for further change. This analysis looks at the properties most susceptible to change given the character of the parcels and their location along the Shrewsbury Avenue corridor.

Opportunity Zones in New Jersey are a tax incentive program that was initiated as a part of the federal government's 2017 Tax Cuts and Jobs Act to drive long-term investment in distressed neighborhoods. These are private investments made in census tracts that receive the designation of an Opportunity Zone by the governor of every state. These private investments have the potential to complement any public investment that is going on in the various census tracts. Red Bank was chosen as one of 75 municipalities in New Jersey that has a designated Opportunity Zone within it.

The Shrewsbury Avenue neighborhood is located within Monmouth County Census

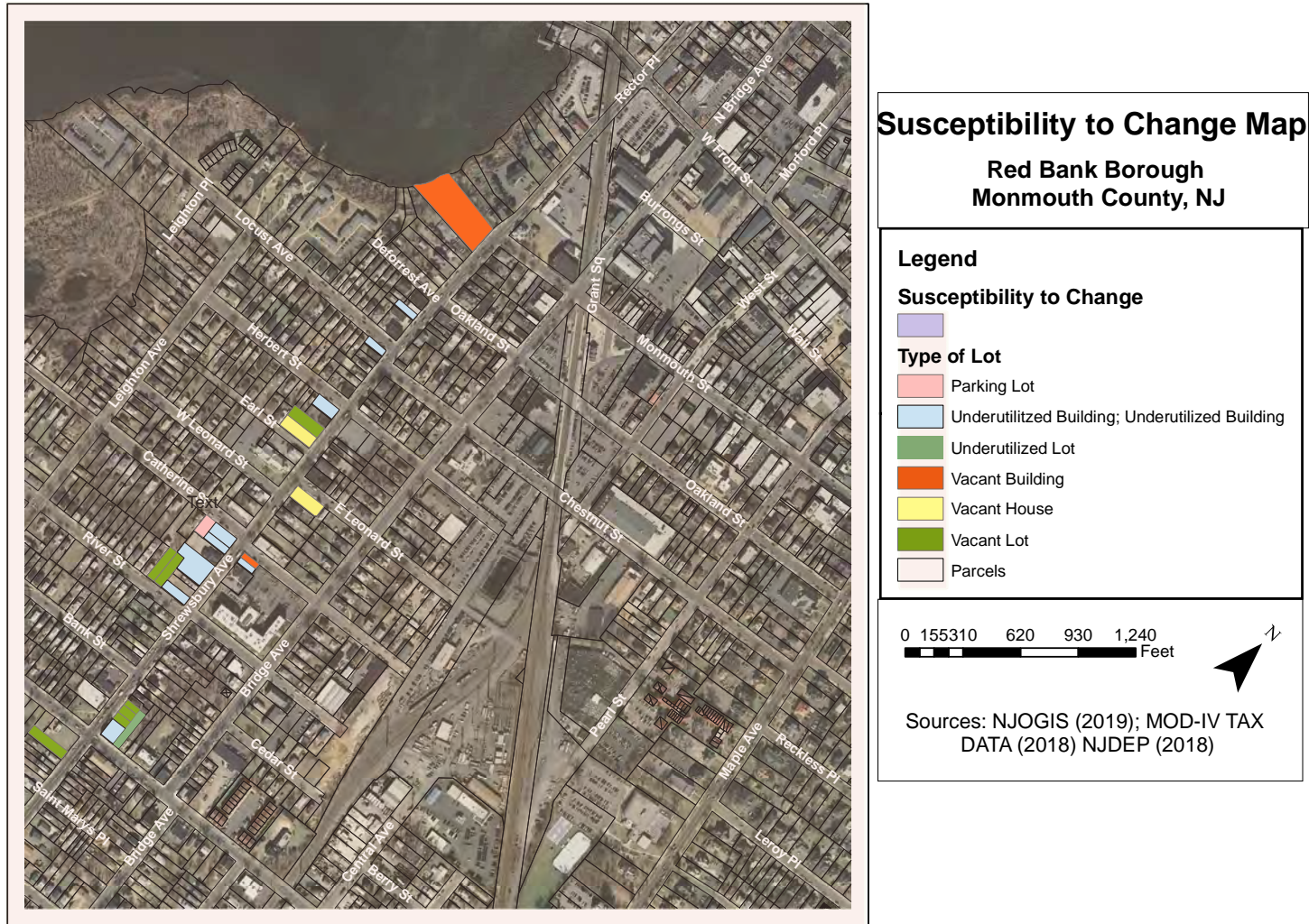
Tract 8034, which encompasses the western part of Red Bank that is west of Maple Avenue and the North Jersey Coastline train tracks. The census tract is a designated Opportunity Zone. According to the New Jersey Community Asset Map created by the Department of Community Affairs, there are ten potential projects that could come to fruition by investments utilizing the tax incentives in the Opportunity Zone program. It is unclear at this stage whether some of the projects that are underway are a result of the program or whether they likely would have happened without the tax incentive. Despite this uncertainty, it is necessary to understand the Opportunity Zone program to be aware of the neighborhood's designation as one could make it more likely that investment goes into the neighborhood. This could change much of the existing structures and land uses in the neighborhood.

Developments in recent years coupled with the new Opportunity Zone tax incentive that encompasses the Shrewsbury Avenue neighborhood make it necessary to consider what other areas of the neighborhood are susceptible to change. The Rutgers group ran an analysis to show which parcels on Shrewsbury Avenue or immediately adjacent to Shrewsbury Avenue were likely

to change. Vacant lots and vacant buildings comprised the overwhelming majority of the parcels that were susceptible to change. However, others were considered if they had received an approval by the Planning Board for an alteration or if they were considered underutilized and located near recent developments. The type of parcels that are highlighted on the Susceptibility to Change Map include vacant buildings, vacant lots, and underutilized buildings, which were generally buildings that either didn't fit in with a neighborhood business district or were one story commercial buildings where a mixed use building that added second and third floor apartments would be more appropriate. It is possible that changes to these lots have taken place since the site visit in late September 2019.

Based on the susceptibility to change analysis, there is a concentration of parcels in the three blocks between Herbert St and River St. The reason for the concentration here is partially due to the recent developments that have gone on around this area. These developments include the conversion of the former River Street school building being repurposed to a lower income apartment building for seniors, the new Shrewsbury Ave Pharmacy that includes apartments above

the ground floor retail space, and a community health center. This area of Shrewsbury Avenue also exhibited a number of vacant buildings and lots that often bordered the recent developments. This combination of vacant and underutilized parcels with new recent developments make this area of Shrewsbury Avenue ripe for change. It is likely within the next few years that many of the vacant lots are developed on and other existing buildings are redeveloped to add in apartment units and small business retail.



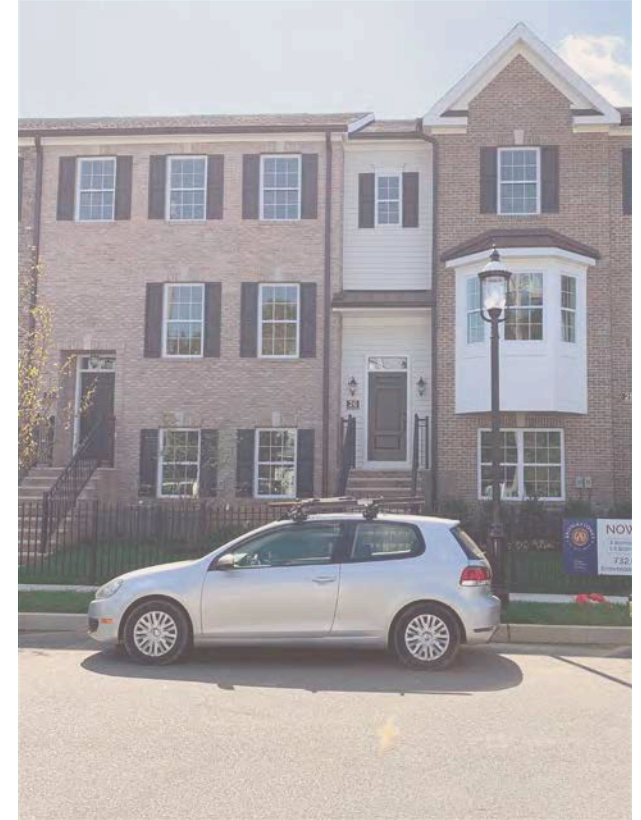


SECTION 5
STRENGTHS, WEAKNESSES,
OPPORTUNITIES AND THREATS

STRENGTHS

STRENGTHS

- High volume of traffic on Shrewsbury Ave
 - Shrewsbury Avenue provides easy access to nearby towns and job centers and includes bus lines.
- The mix of building types on Shrewsbury Avenue creates an organic feel to the area and is visually interesting
- Proximity of neighborhood to waterfront
- Diverse neighborhood with historic structures and unique character
- Mix of uses
- Recent influx of High-End Mixed-Use and Residential Developments near the corridor
 - Increase in the number of people who are within walking distance of the businesses along Shrewsbury Ave corridor
 - Could signal to future developers that this would be an area to invest in



WEAKNESSES



WEAKNESSES

- High volume of traffic on Shrewsbury Ave
 - The heavy traffic on Shrewsbury makes it difficult and sometimes dangerous to cross
- Number of vacant and underutilized buildings along Shrewsbury Ave
 - Creates a challenge towards building a unified commercial district that people want to go to
 - Forms a broken pattern of some open storefronts next to underutilized buildings
 - Recent influx of High-End Mixed-Use and Residential Developments near the corridor
 - These real estate developments are creating a mismatch between the neighborhood's housing needs and the housing types being constructed
- Lack of waterfront access for neighborhood residents
- Number of properties showing signs of deferred maintenance
- Potential and/or perceived lack of off-street parking

OPPORTUNITIES

OPPORTUNITIES

- Working with Monmouth County to obtain grant funding to make streetscape and pedestrian safety improvements
- Number of Vacant Buildings and Lots along Shrewsbury Ave
 - Can make changes to zoning ordinance to incentivize greater utilization of buildings and lots on Shrewsbury Avenue
 - The Borough could acquire some of the vacant lots to create public spaces such as a small park or a community center
- Potential to create waterfront access for the residents of the neighborhood with repurposed Senior Center
- Creation of a neighborhood specific commercial district that highlights the history and diversity of the neighborhood



THREATS



THREATS

- Potential for blight to occur because of vacant lots and properties
- Expansion of commercial conversions with lack of design criteria
- Large Influx of High-End Mixed-Use and Residential Developments near the corridor
 - Possibility that increased high-end development will create significant affordability challenges and lead to gentrification of the neighborhood and displacement of current residents
 - Could harm the unique diversity and character of the neighborhood

Tino's Mexican Kitchen

WOOD FIRE
BARBECUE

SECTION 6
NEIGHBORHOOD GOALS
AND OBJECTIVES

★ SABADO ★
Y
DOMINGO
TENEMOS
TAMALES
Y
ATOLES

GOALS AND OBJECTIVES

GOAL 1

MINIMIZE DISPLACEMENT IN THE NEIGHBORHOOD.

The Shrewsbury Avenue neighborhood has a vibrant ethnic makeup with a strong Hispanic presence as well as a historic African American and Italian American neighborhood. The neighborhood has been home to several historic figures in both the Red Bank community and the larger region. Additionally, there are a variety of stores and retail options that cater to the diverse population that makes up the neighborhood today. Many residents enjoy the diversity of the neighborhood and would like to continue to see the vibrant diversity of the neighborhood maintained.

GOAL 2

REPURPOSE RED BANK SENIOR CENTER AND NEIGHBORING PARCELS TO ALLOW FOR A WATERFRONT PARK AND LAND USES THAT ARE CONSISTENT WITH THE SURROUNDING AREA AND COMMUNITY NEEDS.

The highly valuable location of the senior center and its current lack of utilization make it ripe for redevelopment as the site has scenic views and access to the Navesink River and is situated within a short walk to Red Bank Station. Public access to water is significantly

lacking in the neighborhood, and a potential public-private partnership that would create a public park along the waterfront with a redevelopment of the current building would be advantageous to both the residents and potential developers. Furthermore, its location at the corner of Monmouth Street and Shrewsbury Avenue makes it possible for a redevelopment of the site that could incorporate a mix of public and private uses to provide a valuable link between the two main streets. Recommendations for the redevelopment and use of the senior center site are included in subsequent sections of this plan.

GOAL 3

IMPROVE SAFETY AND OVERALL FUNCTION OF PEDESTRIAN AND BICYCLE INFRASTRUCTURE.

The Shrewsbury Avenue commercial corridor is an important business district that mainly serves the residents' needs and is within a reasonable walking distance for much for the neighborhood's residents. It is critical for the safety and quality of life of the residents that measures are taken to improve the safety and function of the neighborhood's pedestrian and bicycle infrastructure.

GOAL 4

ENCOURAGE MIXED-USE DEVELOPMENT THAT IS SOCIALLY AND VISUALLY COMPATIBLE WITH THE EXISTING NEIGHBORHOOD.

Recent mixed-use developments along Shrewsbury Avenue give a template for this type of development to be repeated on other parcels along the corridor. A greater number of mixed-use developments would improve the economic viability of the corridor and enhance the walkable characteristics of the neighborhood unique to the surrounding area.

GOAL 5

MERGE ZONES IN THE SHREWSBURY AVENUE NEIGHBORHOOD.

A simplification of the zoning through the merging of zones in the neighborhood, especially in the residential areas adjacent to Shrewsbury Avenue would prevent any unnecessary burden on residents and property owners in the neighborhood. In addition to this simplification, it would be beneficial to take the more compatible regulations of the different zones to allow for housing and development that is suitable for the neighborhood's demographics and population trends.

GOAL 6

INCREASE THE HOMEOWNERSHIP RATE IN THE NEIGHBORHOOD.

The Shrewsbury Avenue neighborhood has a much lower homeownership rate compared to the rest of Red Bank and Monmouth County. An increase in the homeownership rate will help to lower the possibility of displacement that can occur when a large portion of the population has to rent. Additionally, the residents of the neighborhood could be able to build wealth through homeownership if given the financial assistance to make it possible.

GOAL 7

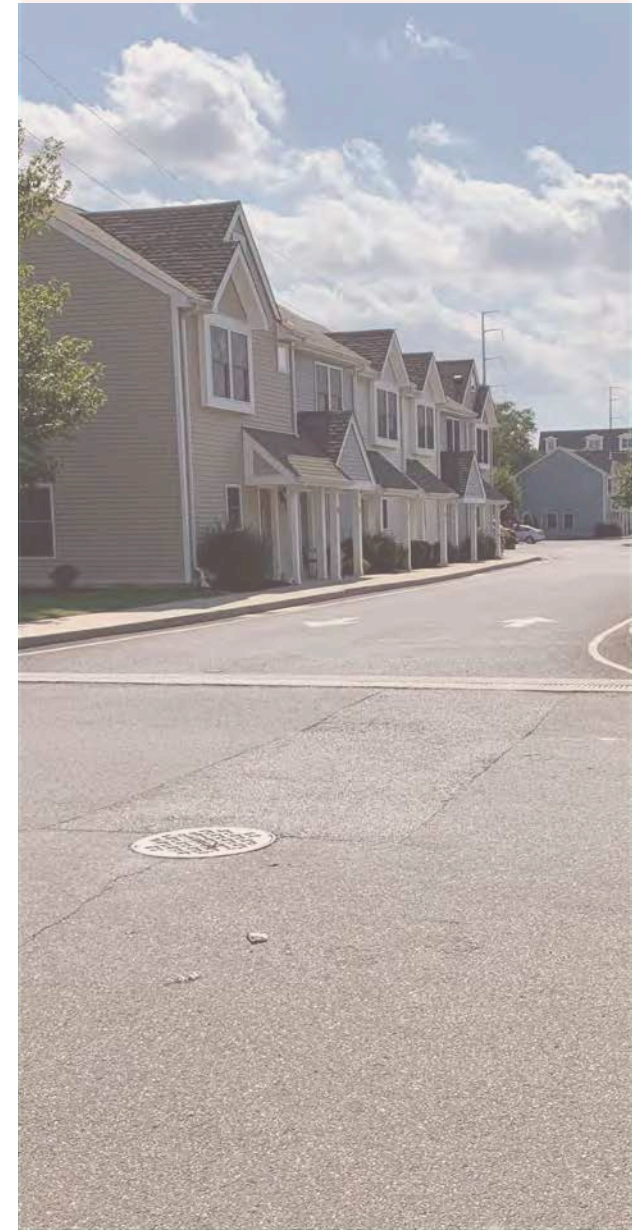
IDENTIFY SITES FOR POTENTIAL WATERFRONT ACCESS, GREEN SPACE AND/OR PUBLIC FACILITIES TO IMPROVE RECREATIONAL OPPORTUNITIES FOR NEIGHBORHOOD RESIDENTS.

Open space and public facilities are important parts of every neighborhood and can improve the public health and welfare of the neighborhood's population. Allowing residents to have more recreational opportunities in their own neighborhood and to have a greater number of public facilities can increase the sense of community in the area. Red Bank is fortunate to be located

along the Navesink River. This waterway extends along the northern edge of the Shrewsbury Avenue neighborhood. Creating green space along the waterfront would both add a new amenity to the neighborhood and fulfill the goal of improving recreational opportunities for residents.

RECOMMENDATIONS

The following recommendations represent a series of small changes that would serve to enhance and preserve the neighborhood in a way that would improve the quality of life for residents in the neighborhood. These recommendations are based off of discussions with residents and stakeholders who on the whole were content with the status of the neighborhood and its unique features. There is no need for wholesale changes, rather it is imperative to make small improvements that would not fundamentally change the character of the neighborhood as it currently exists.



GOAL 1

MINIMIZE DISPLACEMENT IN THE NEIGHBORHOOD.

The Shrewsbury Avenue neighborhood has a vibrant ethnic makeup with a strong Hispanic presence as well as a historic African American and Italian American neighborhood. This diversity is showcased in the various stores, restaurants and other retail types along the Shrewsbury Avenue corridor. This gives the corridor and the neighborhood as a whole a very unique feel compared to other parts of Red Bank. During the community outreach efforts conducted for this Plan, the characteristics that make Shrewsbury Avenue a vibrant neighborhood business corridor that residents can easily

walk to was one of the neighborhood's top assets. Many residents also stressed the need to maintain the diversity of the neighborhood by preventing many of the working-class residents and the businesses that cater to them from being priced out of the area. Additionally, Shrewsbury Avenue neighborhood has a wealth of history as it has been home to several historic figures in both the Red Bank community and the larger region. It is imperative for the Borough to both attempt to preserve the unique history of the neighborhood and maintain its affordability that has made it attractive to the various new populations that continue to move into the neighborhood.

RECOMMENDATIONS/STRATEGIES:

- a. Preserve rental affordability for both residential and commercial tenants to prevent large scale displacement of residents.
- b. Build and incentivize workforce housing in the neighborhood
- c. Create policies so that future developments in the neighborhood provide benefits directly to residents
- d. Highlight the history of the neighborhood as an historically African American neighborhood. Partner with historic sites such as the T. Thomas Fortune House and the Pilgrim Baptist Church to help highlight this history.
- e. Recognize the more recent Hispanic population that now makes up the majority of residents of the neighborhood
- f. Develop partnerships between the neighborhood, its institutions, and the arts and culture centers present in Red Bank to create murals and develop cultural heritage programming for the neighborhood.



GOAL 2

REPURPOSE RED BANK SENIOR CENTER AND NEIGHBORING PARCELS TO ALLOW FOR A WATERFRONT PARK AND LAND USES THAT ARE CONSISTENT WITH THE SURROUNDING AREA AND COMMUNITY NEEDS.

While the existing Senior Center at 80 Shrewsbury Avenue is currently utilized due to structural issues, the property's proximity to the Navesink River, Red Bank Station, and Monmouth Street suggest potential for high-value redevelopment. The Borough should consider subdivision and resale of the area to capitalize on the site's redevelopment potential and provide public benefits simultaneously. As shown in 80 Shrewsbury Avenue Concept Plan A, development of mixed-use buildings fronting Shrewsbury Avenue and a public waterfront park in the rear could optimize use of the site for public and private purposes. This plan would solidify the connection of the Shrewsbury Avenue corridor to downtown Red Bank and provide public and private uses to the neighborhood via workforce housing, ground-floor retail and public space, and a waterfront park at the rear.

The assessed value of the Borough-owned property, Block 39 Lot 24 and Block 39 Lot 23 is \$2,289,420. Due to the likely favorable financial gains expected from redevelopment, it is recommended that the subdivided land along Shrewsbury Avenue be sold at the entire site's fair market value. However,

the Borough should use the entirety of the revenue it collects from the sale of land for the construction of the waterfront park or other improvements to the Shrewsbury Avenue neighborhood rather than deposit the money in a general fund.

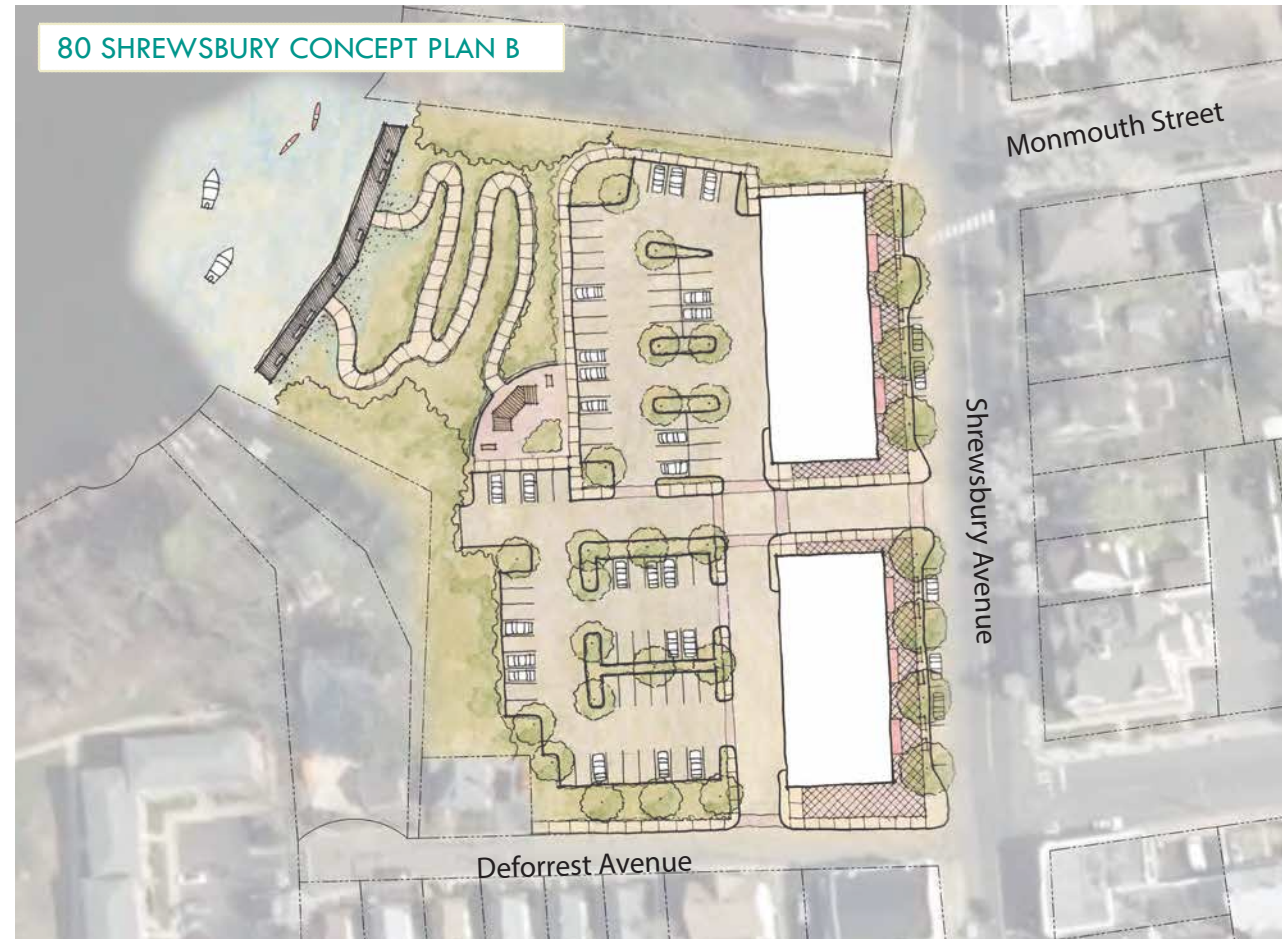


Alternatively, the Borough may consider purchasing the four adjacent residential lots immediately south of the existing senior center to create a larger area for redevelopment as shown in 80 Shrewsbury Avenue Concept Plan B. The properties of interest and their assessed value include:

- Block 39 Lot 22 (\$479,210)
- Block 39 Lot 21 (\$421,470)
- Block 39 Lot 20 (\$548,580)
- Block 39 Lot 19 (\$500,720)

The combined purchase of these lots at fair market value would total approximately \$1,950,000. This concept plan allows for roughly 48 apartments, and a 12,600sf mix of retail and community space for a senior center or other public use. Based off these assumptions and assuming similar rents to comparable projects, the development should yield an unlevered internal rate of return of 6.0%. This theoretical analysis yields enough of a return for the inclusion of affordable units to be built into a model should the Borough require a developer to include affordable units while soliciting an RFP. This detailed pro forma for 80 Shrewsbury Avenue Concept Plan B is included in Appendix B.

Should the Borough pursue either redevelopment concept, it should consider preserving the newly created waterfront park via the NJDEP Green Acres program, which provides funding for the preservation of open space.



RECOMMENDATIONS / STRATEGIES

a. The Borough may want to consider creating a study that could result in the creation of a redevelopment plan that designates the Red Bank Senior Center an Area in Need of Redevelopment. This would help to increase the leverage that the Borough would have in helping to remake the space that adds a public amenity of public access to the waterfront with the potential to create a new public park out of the redevelopment.

b. The Borough should solicit proposals that allow for the creation of open access to the waterfront for the public in exchange for the right to develop the property. Many residents expressed their desire to have development that can tradeoff benefits. Possible tradeoffs could also include keeping a community space on the first floor in addition to the open space requirement for the back of the property that abuts the waterfront.

c. Potentially allow for the developer of the new building to create affordable housing off-site in another infill location in the neighborhood.



80 SHREWSBURY CONCEPT PLAN B PERSPECTIVE

GOAL 3

IMPROVE SAFETY AND OVERALL FUNCTION OF PEDESTRIAN AND BICYCLE INFRASTRUCTURE IN THE NEIGHBORHOOD.

The Study Area for the Plan as it currently exists is a very walkable neighborhood. Residents are easily able to get to places such as Red Bank Primary School, Red Bank train station, various churches and several stores and restaurants that operate on Shrewsbury Avenue. When meeting with residents and stakeholders, the neighborhood's walkability was consistently brought up as one of the top assets for the area. This aspect of the Study Area is also unique to the surrounding communities as most of them resemble the typical automobile-dependent suburban growth pattern. It was clear from site visits, that many of the residents of the neighborhood walk most places unless they have to travel outside of the Borough for work.

The Shrewsbury Avenue commercial corridor itself is an important business district that mainly serves the residents' needs and is within a reasonable walking distance for much of the neighborhood's residents. Due to the location of the the affordable senior housing development at River St commons and the demographics that indicate a high

percentage of children under the age of 18, it is likely that many of the pedestrians in the neighborhood are either seniors or children. It is critical for the safety and quality of life of the residents that measures are taken to improve the safety and function of the neighborhood's pedestrian and bicycle infrastructure.

RECOMMENDATIONS / STRATEGIES

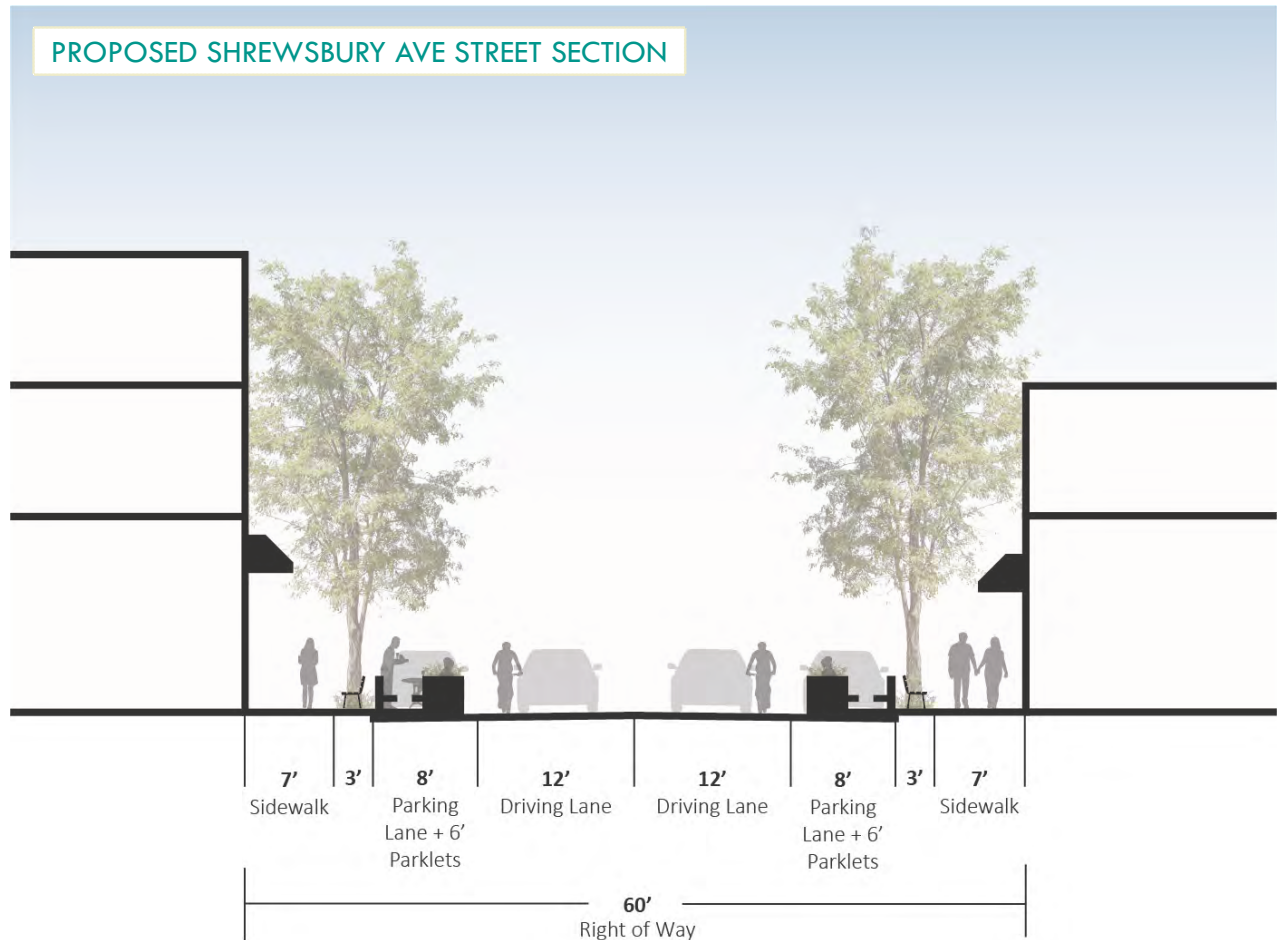
- a. Enhance walkability along Shrewsbury Avenue through streetscape improvements as the below diagram shows. This can be done through the following actions:
 - i. Paint clear lines for on-street parking and install bump outs at intersections on Shrewsbury Avenue. The clear demarcation for on-street parking will help to make the street feel narrower for drivers, which can cause drivers to drive more cautiously and slowly while traveling through the neighborhood. Bump outs will decrease the distance that pedestrians have to walk on the street when crossing Shrewsbury Avenue. Bump outs will also work in a similar way as on street parking by making the road feel narrower and

causing drivers to slow down.

- ii. Install parklets, which are 8x24 stalls like that shown in Fig. __ that section street space for pedestrians. These parklets will replace on-street parking spaces and create public spaces where residents walking and shopping on Shrewsbury Avenue can sit.
- iii. Create mid block crossing to allow residents more safe and convenient places to cross the street, especially in known high trafficked areas
- iv. Improve pedestrian connections to Red Bank Station by utilizing wayfinding signage that shows pedestrians where the train station and other major locations in Red Bank are in comparison to where the sign is.

b. Implement streetscape improvements from the NJDOT streetscape grant that the Borough was approved for improving Shrewsbury Avenue including construction of new bump outs and sidewalks. Consider pedestrian safety when designing and constructing these streetscape improvements. Additionally, seek supplementary funds that could pair these streetscape improvements funds with additional funding that could significantly improve both the streetscape and safety on Shrewsbury Avenue. The recent adoption of a Complete Streets Policy and the various studies done regarding pedestrian and bicycle safety give the Borough prime backing to receive further funding for the corridor.

c. Run a demonstration project parklet at an intersection that is highly used such as the intersection of Shrewsbury and River St where many older residents living in River St. commons cross the street to get to the Shrewsbury Avenue Pharmacy. Other potential locations for parklets would be in front of B2 Bistro since this could allow for outdoor seating for the restaurant and in front of the British Cottage Store due to the mix of stores and restaurants/convenient stores that are on that block.



GOAL 4

ENCOURAGE MIXED-USE DEVELOPMENT THAT IS SOCIALLY AND VISUALLY COMPATIBLE WITH THE EXISTING NEIGHBORHOOD

The Shrewsbury Avenue neighborhood currently has a good mix of both residential and commercial uses. Many of the commercial uses reflect the current demographics of the neighborhood as a largely Hispanic neighborhood. These uses include small grocery stores, Hispanic restaurants, barber shops, and laundromats. Many of the residents agreed that they liked the mix of uses that are currently along the corridor and believed that it makes the neighborhood unique compared to other commercial corridors in the Borough. In the focus area, there are some commercial lots that only have retail while others have first floor retail with second and/or third floor apartments. There are several single family homes that exist along the corridor. Additionally, there are several vacant lots, vacant buildings, and underutilized buildings that are on the corridor as highlighted in the Susceptibility to Change map. Considering recent trends in development in the neighborhood, it is highly likely that many of these parcels will be developed. The recent mixed-use developments that have occurred along Shrewsbury Avenue give a template for a

mixed-use type of development that could be repeated on some of the parcels along the corridor that were identified in the Susceptibility to Change map.

The Rutgers group believes that it is positive to see many of these parcels developed in a similar way to how previous developments were constructed. A greater number of mixed-use developments would improve the economic viability of the corridor by adding the number of people who would live and likely shop in the neighborhood and would enhance the walkable characteristics of the neighborhood unique to the Study Area. While development would be positive, it should be done in a way that would mitigate the potential harm that could come to the neighborhood, especially in terms of affordability and fundamentally changing the character of the neighborhood.

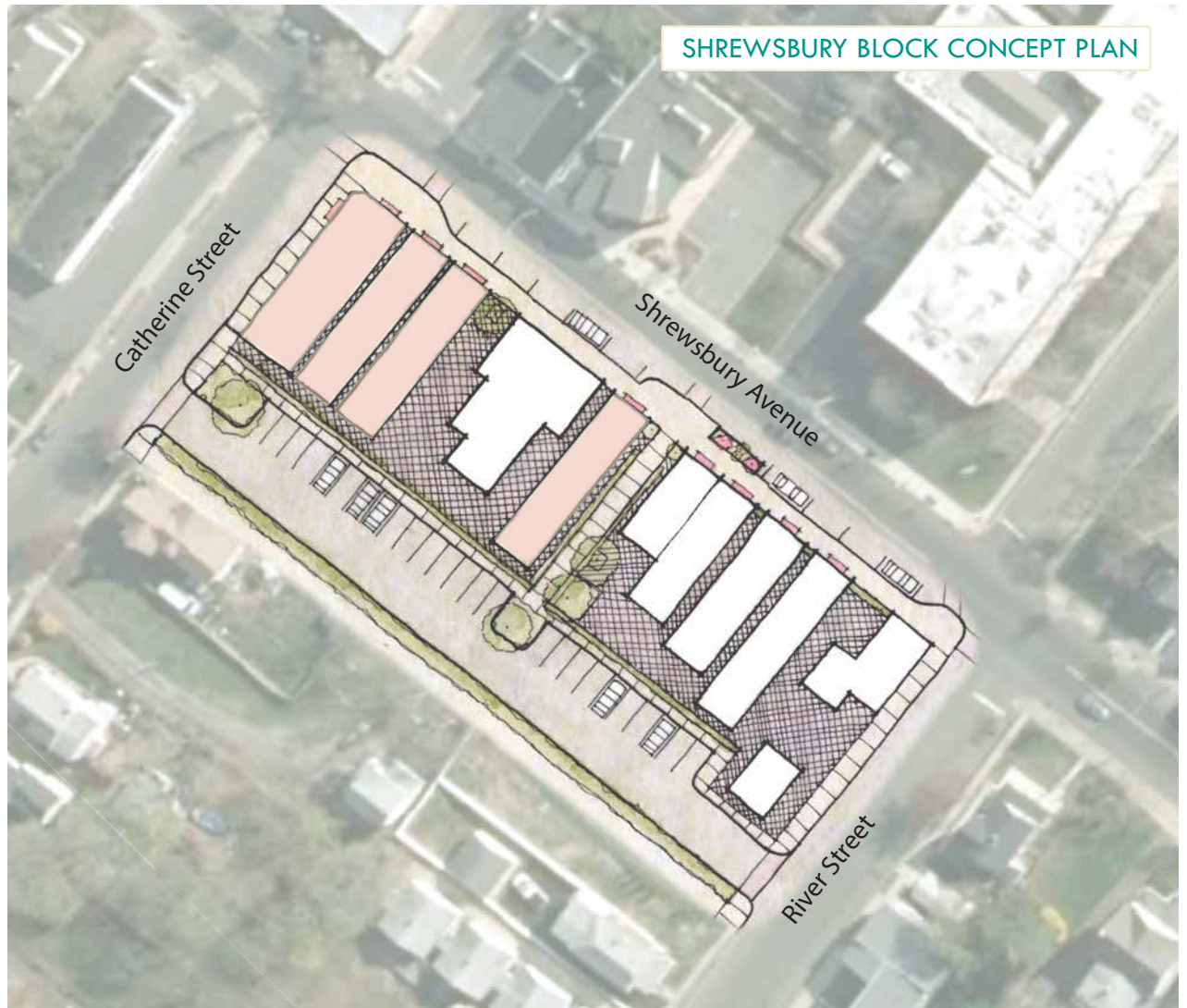
RECOMMENDATIONS / STRATEGIES

a. Provide incentives for mixed-use developments by adopting changes to the Neighborhood Business Zone code. One of the changes should be to eliminate the minimum square footage for housing units as well as the maximum number of units above storefronts. Additionally, the

Borough should change the zoning ordinance for Neighborhood Business to remove requirements of any additional off-street parking for newly constructed retail space. Because neighborhood businesses like local restaurants and barbershops serve the immediate community within a 10-minute walk, the need for off-street parking is likely unnecessary. Further, improvements to the streetscape and pedestrian improvements in the neighborhood will promote walking and biking as primary modes for local trips, further reducing the demand for parking.

b. The Borough should also encourage construction of off-street parking in the rear of properties fronting Shrewsbury Avenue. Locating parking lots behind the buildings along Shrewsbury can reduce the number of curb cuts, allow for infill of new buildings to complete the streetscape, and improve pedestrian comfort and safety. An example of this concept is shown in Catherine Street and River Street Parking Concept. The Borough should pursue opportunities like easements for cross access and common driveways to optimize parking and pedestrian needs.

The Shrewsbury Block Concept Plan organizes the rear property behind buildings along Shrewsbury Avenue to consolidate the number of driveways crossing the sidewalk between River Street and Catherine Street. The concept proposes 25 off-street parking spaces accessible via Catherine Street and River Street. The 25 spaces can provide for existing uses (white) and potential parking demand generated by infill development on the block (pink). A path connecting the rear parking lot to Shrewsbury Avenue is possible through a cross access easement or land dedication. This block would be ideal for one or more parklets on Shrewsbury Avenue to further enhance pedestrian activity and compliment existing and proposed commercial uses like restaurants.



SHREWSBURY BLOCK CONCEPT PLAN PERSPECTIVE



- c. Rezone areas that are adjacent to the NB Zone that encompasses Shrewsbury Avenue. Actions to do this include:
 - i. Merging the RB, R-B2, and BR-2 zones into one zone that also allows for housing units that would be smaller and would allow for the type of workforce housing that needs to be built in the neighborhood. The types of housing that could fall into this category would include conversions of single family homes into duplexes, additional dwelling units (ADUs), and compact single family houses.

- d. Utilize amendments to the zoning ordinance that allows for the development of vacant parcels along Shrewsbury Avenue that incentivize small scale commercial without causing rents to be so high that they push out the type of businesses that cater to the surrounding neighborhood.

GOAL 5

CONSOLIDATE ZONES IN THE SHREWSBURY AVE NEIGHBORHOOD

Within the Shrewsbury Avenue neighborhood, there are various different zones as detailed in the Zoning Map. Many of the zones are different for very legitimate reasons such as zoning the focus area of this plan as Neighborhood Business (NB). This is due to Shrewsbury Avenue being a commercial corridor that serves mainly the residents of the neighborhood. However, some of the various residential zones in the area might be seen as redundant and are also making it harder for the neighborhood to absorb the growing population of the neighborhood that has been evident since at least 2010. It is therefore recommended that the Borough reevaluate at some of the various zones in the neighborhood and find ways to both simplify the zoning in this area and to increase the allowable density in the area to meet the growing housing need and allow for more residents to become homeowners. A simplification of the zoning, especially in the residential areas adjacent to Shrewsbury Avenue would prevent any unnecessary burden on residents and property owners in the neighborhood. In addition to this simplification, it would be beneficial to take the more compatible regulations of the different zones to allow

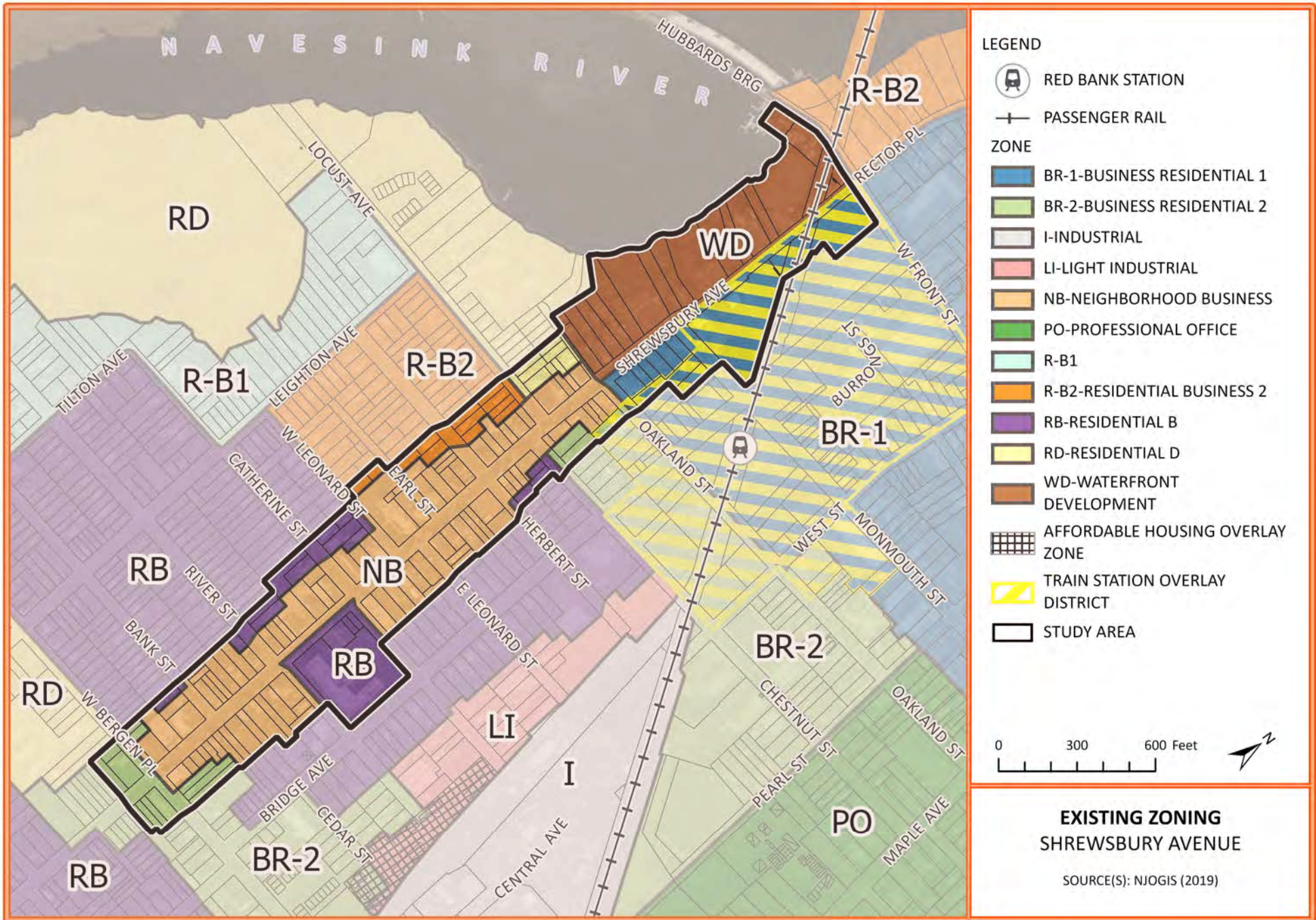
for housing and development that is suitable for the neighborhood's demographics and population trends. As has been noted earlier in the plan, some of the housing has already been converted to higher density uses that are not consistent with the current zoning code. As a way to legalize what is already happening, the Borough may want to consider revising the zoning code in order to allow for higher density housing uses that would also be compatible with the walkable residential feel that the neighborhood has.

RECOMMENDATIONS / STRATEGIES

- a. Consolidate all of RB, R-B1, and R-B2 to a single zone that allows for more detached single family homes on smaller parcels as well as legalizing duplexes and townhomes.
- b. Decrease minimum lot areas from the current 3,500SF required in RB and R-B1 and 4,500 in R-B2 for single family units and 7,000SF required in R-B1 for two family units.
- c. Conduct a detailed study that would identify the number of units in each home to determine and determine what existing single family homes could be converted to duplexes to meet the current and projected housing demand. Many of the older homes in the neighborhood are rather large and would

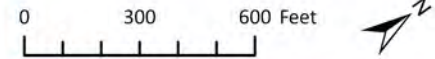
help meet the demand for housing in the neighborhood by dividing them into two-family units. This will help to both allow for more households to live in the neighborhood without changing the character of the neighborhood.

- d. At the very least, a thorough study should be conducted to determine the housing need for the Shrewsbury neighborhood that would help with



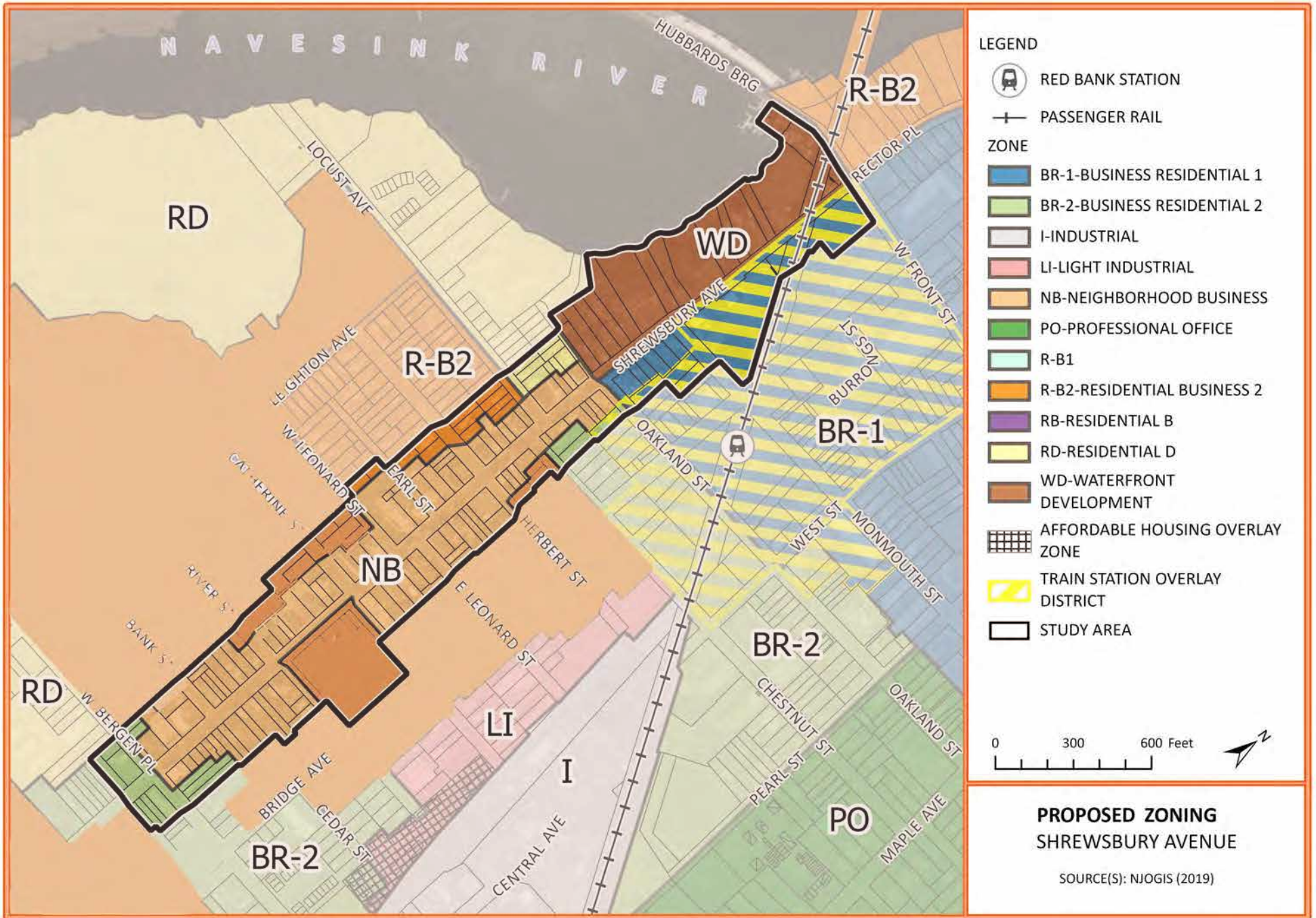
LEGEND

-  RED BANK STATION
-  PASSENGER RAIL
- ZONE**
-  BR-1-BUSINESS RESIDENTIAL 1
-  BR-2-BUSINESS RESIDENTIAL 2
-  I-INDUSTRIAL
-  LI-LIGHT INDUSTRIAL
-  NB-NEIGHBORHOOD BUSINESS
-  PO-PROFESSIONAL OFFICE
-  R-B1
-  R-B2-RESIDENTIAL BUSINESS 2
-  RB-RESIDENTIAL B
-  RD-RESIDENTIAL D
-  WD-WATERFRONT DEVELOPMENT
-  AFFORDABLE HOUSING OVERLAY ZONE
-  TRAIN STATION OVERLAY DISTRICT
-  STUDY AREA



**EXISTING ZONING
SHREWSBURY AVENUE**

SOURCE(S): NJGIS (2019)



GOAL 6

INCREASE HOMEOWNERSHIP RATE AND IMPROVE HOUSING AFFORDABILITY IN THE NEIGHBORHOOD

The Shrewsbury Avenue neighborhood has a much lower homeownership rate compared to the rest of Red Bank and Monmouth County. This is due to the lower median household income compared to both the Borough and the County combined with the high housing costs that are present throughout the region. Residents mentioned that increasing homeownership and opportunities for current renters to become homeowners should be a goal of the Borough. An increase in the homeownership rate will help to lower the possibility of displacement that can occur when a large portion of the population has to rent. Additionally, the residents of the neighborhood could be able to build wealth through homeownership if given the financial assistance to make it possible.

The Borough also recently has settled on its Fair Share obligations for affordable housing in the Borough. While increasing the homeownership rate is significant, the Borough must also find ways to lower the cost of housing for those who have to rent in the neighborhood as well. There is already currently several different affordable

housing developments located in the neighborhood. Additionally, there are several different stakeholders including the Red Bank Affordable Housing Alliance that are interested in making sure that residents are able to live in the neighborhood without having to spend a significant proportion of their income on housing needs. Given the current status of households that are cost burdened and the increase in developments that are putting pressure on rents in the neighborhood, it is critical for the Borough to find ways to improve housing affordability in the Shrewsbury Avenue neighborhood.

RECOMMENDATIONS / STRATEGIES

- a. Incentivize homeowners and property owners to make improvements to their properties and allow for the internal division of single family homes. This can be done through the following:
 - i. Designate the Shrewsbury Avenue neighborhood as an Area in Need of Rehabilitation to encourage homeowners and property owners to make improvements to their homes to improve the living conditions of residential units. Much of the housing stock in the neighborhood is older than 50 years and could use modest

investment in them to enhance the quality of life of the neighborhood. Designating the neighborhood as an Area in Need of Rehabilitation will allow homeowners to invest in their properties through five-year tax abatements and could also incentivize property owners who rent out their units to rehabilitate and expand the housing units to create more units. The Area in Need of Rehabilitation designation could also work to create affordable housing units for infill lots that are located in the neighborhood and allow for property owners to create accessory dwelling units on their properties as an affordable housing option for residents.

- b. Allow compact single family housing or cottage units such as the graphic below, accessory dwelling units, and corner duplexes that could be an affordable option for households wanting to own a home but do not have the means to purchase a larger single family home that exists in the neighborhood. These kinds of units could be created on currently vacant lots such as the series of lots near the corner of Shrewsbury Avenue and Drs James Park Boulevard (Block 77 Lot 3, Block 77 Lot 2, and Block 77 Lot 2.01) This can be done through:

i. Changing the zoning code to allow for housing units of this type, which as the following diagram shows are generally between 1,000 and 1,200 square feet and can fit on a 30ft wide lot. Units like the example below are smaller than the typical single family detached unit, which allows for more single-family detached units to fit on a similar lot size than the average single-family home. As a result, the skinny homes would be more affordable to the neighborhood's workforce population. These kinds of units would add density to the neighborhood without changing the residential characteristics of the neighborhood and improve the walkability aspect of the neighborhood, which has been routinely mentioned as a top asset for the neighborhood.

ii. More affordable housing can be promoted through changes to the zoning code that allows for smaller housing units that could go onto the larger parcels in the Shrewsbury Avenue neighborhood that are largely owner occupied units. These would include the aforementioned cottage units, townhouses, and corner duplexes.

- c. Consider designating the study area as an Area in Need of Rehabilitation and prepare a redevelopment plan for the area.
- d. The New Jersey Home Mortgage Finance Agency has several programs for first time homebuyers including their down payment assistance and mortgage programs. The Borough could work in partnership with NJHMFA to promote these programs to potential homebuyers in the Shrewsbury Avenue neighborhood. One way to identify potential homebuyers would be to work with the Red Bank Affordable Housing Corporation to make the program more effective in

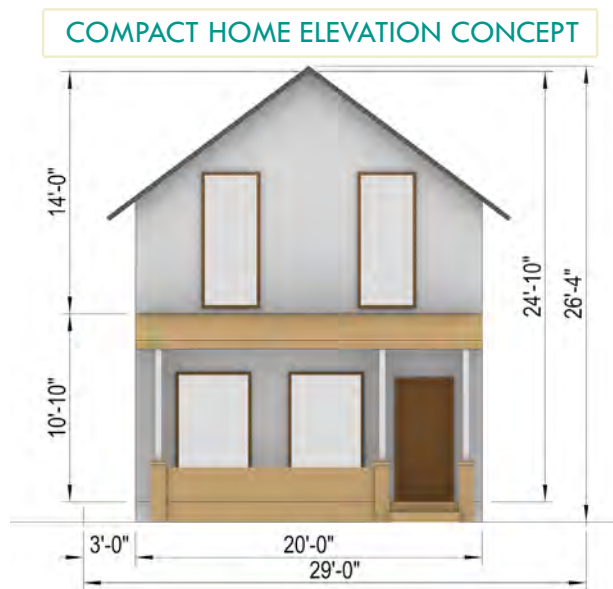


Photo courtesy of Capital Builders, LLC

COMPACT HOME INFILL PLAN - SHREWSBURY AVENUE



Compact single-family detached housing types allow a greater number of homes to be built on the same lot or lots that are too small for conventionally-sized houses. The small footprint for housing type can increase affordability of single-family home ownership by allowing families to afford their own home when they otherwise might not be able to afford it. The Shrewsbury Neighborhood Compact House Concept demonstrates the possibility of this strategy on vacant lots on Shrewsbury Avenue. If constructed on Shrewsbury Avenue, it is recommended that housing units of this type be exempt from off-street parking requirements.

GOAL 7

IDENTIFY SITES FOR POTENTIAL WATERFRONT ACCESS, GREEN SPACE OR COMMUNITY FACILITIES TO IMPROVE RECREATIONAL OPPORTUNITIES FOR NEIGHBORHOOD RESIDENTS

The Shrewsbury Avenue neighborhood does not currently have many spaces for public use indoors or outdoors. When the Rutgers Group spoke with residents and stakeholders in the community, they mentioned this was a goal for the community. It is understood that while public events have been held at Johnny Jazz Park and some of the churches, the types of activities hosted by and for the community are limited in space and cooperative weather. There was also mention of the churches having community space as well as the YMCA, but the former may deter folks not connected with the church from coming to an event while the latter is not located outside the immediate neighborhood, presenting accessibility concerns.

Further, the Shrewsbury Avenue neighborhood generally lacks public access to the Navesink River despite sharing more than 1.5 miles of coastline with the river. Enhanced linkage of the waterfront to the neighborhood and Shrewsbury Avenue business corridor could play an integral role in attracting investment to the neighborhood

and raising home values for existing residents in the area given the scenic and environmental value of the river. Further, the prevalence of public and semi-public land between Shrewsbury Avenue and the Navesink River can be significant starting points to forming a network of contiguous trails and waterfront walkways that link important community assets and residences. Accordingly, the Borough may pursue public paths and waterfront open space at Red Bank Senior Center, Red Bank Primary School, Locust Landing, and the Bellhaven Nature Area. Contiguous trails and riverfront walkways can then be extended through adjacent private properties via riverfront cross-access easements to form a network similar to the Borough's efforts on the north of Front Street.

From discussion with both residents and stakeholders, it seemed they wanted more open spaces throughout the Borough where people could gather either informally or formally for a diversity of programming. This programming could be an opportunity for different stakeholders in the community to collaborate. Having a community space like this could also take the burden off one particular stakeholder to take responsibility for a public space and have constant programming. One stakeholder in particular

also mentioned the need for a community space in particular where youth could gather as there is not currently a place for youth to hang out, especially if their families cannot afford membership somewhere like the YMCA.

Residents also stated that they enjoyed walking through the corridor but that they would like to see more places to gather, eat or rest along the corridor integrated with the streetscape. An additional desire from the residents was for a branch of the Red Bank Library to be located in the Shrewsbury corridor, which could also hold public events.

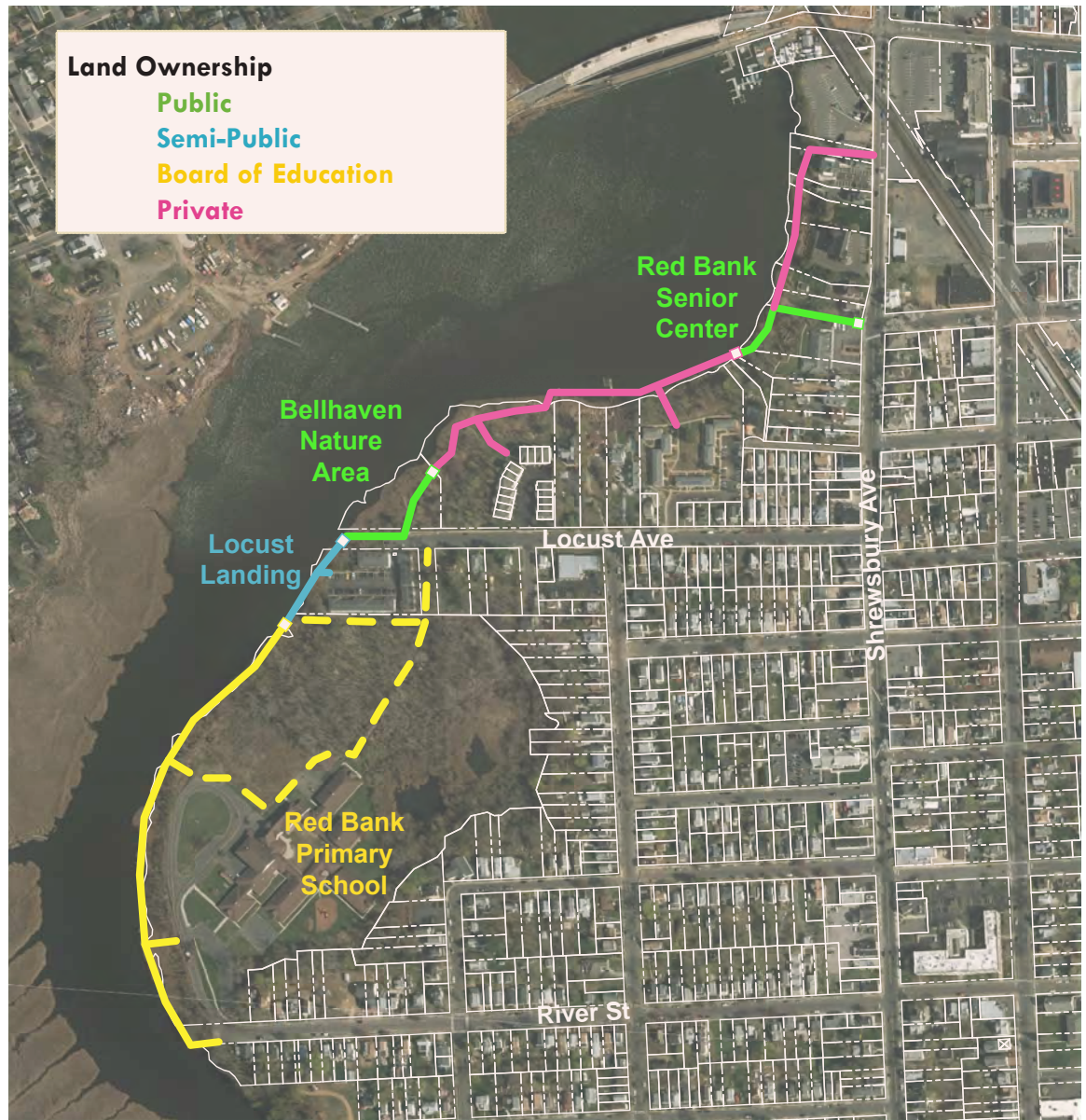
RECOMMENDATIONS / STRATEGIES

- a. Work with organizations within the neighborhood, such as the local school and health-centered organizations such as the Boys & Girls Club and the Parker Family Health Center to develop a strategy to improve recreational opportunities in the neighborhood. This is especially important when it comes to the need for a youth space since they will understand the youth context and needs best.
- b. The Borough should explore options to connect green spaces in the neighborhood that are along the River via created walkways

or paths, especially in underutilized area such as Locust Avenue park and Red Bank primary school.

- c. Create pilot parklets and other small public space opportunities that can be integrated into the streetscape. Apply for additional streetscape funding that could be used to create additional parklets and potentially create public pocket parks that would give residents more green space to utilize along Shrewsbury Avenue.
- d. Utilize the various programs that New Jersey Department of Environmental Protection has on creating public access to water. The Borough could be able to access funding to make waterfront access viable in the neighborhood. This could help to create waterfront walkways that connect the entire waterfront area of the Borough
- e. Prepare a public access plan that can become an element of the Borough Master Plan
- f. Residents also voiced the desire for a branch of the Red Bank library in the Shrewsbury corridor, which could hold public events

WATERFRONT LINKAGE CONCEPT DIAGRAM





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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.

APPENDICES

APPENDIX A: PUBLIC PARTICIPATION NOTES

November 6, 2019 Community Meeting Notes

Attendees started arriving around 6:15
Headcount (non Rutgers folks): 22 (+1 from Fortune House)

QUESTIONS

GENERAL

- General show of hands: How many of you live in the Shrewsbury Avenue neighborhood? 6
- General show of hands: How many of you work near the Shrewsbury Avenue neighborhood? 5
- What do you like about the neighborhood?
 - It's integrated, it's diverse, one of the few places around that really is that you can actually say has a nice mix of ethnic groups, etc
 - You can walk to a lot of places, everything is within a mile or so
 - Can walk to the train, the bus, number of small grocery shops, restaurants, post office, senior center, Dr James Parker Clinic
 - We need a bank on this side of town
 - West side serving east, still exists: diversity has changed dramatically in last 20-30 years but still remains very peaceful

and personally I feel very secure

- People are walking, friendly, say hello to each other as opposed to other parts of suburbia where no one ever sees each other

- What don't you like about the neighborhood?
 - If trying to cross Shrewsbury avenue it's not pedestrian friendly
 - Maple Ave is much easier

- RBC kids crosswalk is much better designed, sensory designed
 - If you're a driver it's not as well lit and not as many marked cross walks
 - Sidewalks are like a patchwork some are older
 - some have trees/roots lifting them up
 - Wider
 - Lot of mothers with children, not necessarily hazard for speeders but pedestrians are definitely at risk

Call to participate!
PUBLIC MEETING

Wednesday, Nov. 6 @6:30 PM
at the
T. Thomas Fortune House
94 Drs James Parker Blvd, Red Bank, NJ 07701

Please join us for a public meeting. The Rutgers Bloustein School studio, in coordination with Red Bank, is developing a neighborhood plan for the community surrounding Shrewsbury Avenue as well as plans for connecting Broad and Front Street to the waterfront. As important members of the community, we would like your input.

Come ready to share your ideas on needs, strengths, and potential of the Shrewsbury Ave. community!

CHILDREN ARE WELCOME!

RED BANK: 'MAGIC WAND' IDEAS SOUGHT



Student planners from Rutgers will solicit ideas for improving neighborhoods along Shrewsbury Avenue. (Photo by John T. Ward. Click to enlarge.)

By JOHN T. WARD

Here's a 'magic wand' question for you: if you could instantly transform Shrewsbury Avenue in Red Bank, what would it become?

Ditto for creating direct access to the Navesink River from Broad Street: what's your dream?

Borough residents and other interested parties will get to weigh in on those questions and more Wednesday night.



Also on the table: Ideas for a Broad-to-the-River project. Below, a flier promoting Wednesday's event. (Photo by John T. Ward. Click to enlarge.)

That's when eight urban planning students from Rutgers will visit to solicit input for two theoretical makeovers in town: one centered on Shrewsbury, and one that envisions a long-sought Broad-to-the-River project.

"We're looking to get input on what community members think," student Kate O'Rourke told redbankgreen. "What kind of changes they'd like to see."

All eight students are second-year graduate students at the state university's Bloustein School of Planning and Public Policy. They're participating in a design studio led by planners Susan Gruel and Fred Heyer, whose firm, Heyer Gruel & Associates, is based on Broad Street.

"We're looking to get input on what community members think," student Kate O'Rourke told redbankgreen. "What kind of changes they'd like to see."

The students have already held meetings with borough officials, including Planner Glenn Carter, as well as some other stakeholders, she said. They've also been tasked with getting word out and with leading the session, to get their feet wet in dealing with the public.

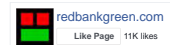
While the effort "is mostly about Shrewsbury Avenue," ideas for Broad-to-the-River will also be solicited, she said.

Why take on two major challenges at once, rather than focus on one?

Gruel and Heyer "have high aspirations for us," but handling the dual assignments is "certainly doable," said O'Rourke. "We'll do our best to honor both areas."

The session is scheduled for 6:30 p.m. at the T. Thomas Fortune Cultural Center, 94 Drs. James Parker Boulevard.

Last December, undergrads from the Bloustein program presented ideas for transforming Monmouth Street in the area of the train station.



Like Page 11K likes

Posted on November 6, 2019 at 2:50pm. Filed under: Bloustein, Family matters, Featured, Government, Public Facilities, RED BANK, Security, Streets & Roads, Rutgers University, school, broad to the river, crosswalks, fred heyer, heyer gruel & associates, lighting, nj, pedestrian safety, red bank, Rutgers University, street lamps, street lights, susan gruel, Traffic, Bookmark the permalink. Follow any comments here with the RSS feed for this post. Trackbacks are closed, but you can post a comment. Email this story.

- Parking on both sides and lots of trucks make it difficult to walkers and drivers neither can really see each other
- Alarming signs of gentrification
- Shrewsbury Ave has replaced route 25 as the quickest way through Red Bank and we have seen a tremendous change in the number of cars and trucks they're in a haste to get north of Red Bank once you hit Monmouth street up there you get into a tangle
- Lots of bikers but only Bridge St is bike friendly on Shrewsbury people bike on the sidewalk which is not safe but it's not safe to bike on street either
- Nomoya: would people take to removing some of the parking on Shrewsbury Ave?
 - There's a parking problem in Red Bank so I don't think removing parking is a good idea
 - Maybe staggered/scattered parking or loading zones and then eliminate parking close to the corner to alleviate some of the visibility for pedestrians/ drivers
 - If people don't mind walking a little bit there's a lot of parking on side streets
 - With fall/winter roads are not designed to handle all of the water need infrastructure to reduce effects of flooding

- Tension between who lives in neighborhood and who doesn't and who parks where
- Businesses need some parking near them
- Seniors especially have a hard time crossing especially from River Center to Pharmacy that's a common problem
- Do you foresee any issues becoming urgent within the next 5-10 years?
 - Biggest issue for me is how the two neighborhoods are divided why act autonomously from each other I hope that doesn't get worse in the future
 - Updating wayfinding especially if this is a pedestrian friendly side of town need signs to show people where to go, where the church is, where fortune house is, where people can shop/eat
 - Gentrification: concerned about housing prices increasing, what about storefront prices, what happens when bougie places I can't afford come here just like the downtown, can't afford to spend that much on food, I don't want to just eat American diner food I like to eat what's in my neighborhood, I like the small shops I like that there aren't chain stores, I like that the pharmacy is a family pharmacy
 - Early 1990s NJ Monthly Magazing said Red Bank was hippest town — very soon things that made it hip were gone, now

- replaced with things I have no interest in or can't afford
- how do we address the mentality of only caring about bringing money into town —> the thing that made Red Bank attractive has been traded for cash we are a playground for some of the wealthier neighborhoods around us
 - What would surprise someone about your neighborhood who didn't know it.
 - Prompt: What thing or characteristic would surprise someone about the neighborhood?
 - What kind of housing would you like to see more of in the neighborhood?
 - Finding properties for first time homebuyers that are fixer uppers, incentivizing first time homebuying from a statewide or county wide
 - home ownership in the area increases
 - Can't have houses pressed against sidewalk, need to preserve green space
 - these apartments are very well used (apartments subsidize Fortune House?)
 - They're building on every available lot now, mostly single family housing, you also see renovations going on of existing housing
 - We had a fight a few years back with the lot next to us we had to fight at zoning board they eventually ruled

- against it (undersized lot wanted to build condos?)
- Grants that help people stay in their home by subsidizing upkeep, more programs that help people here to stay —> want to make sure neighborhood stay accessible
 - Don't have to spend much time in Shrewsbury to know it's primarily Latino but they're not really represented here tonight
 - If did it in school or church might have better representation
 - Schools are 80% Latino, 10% Black
 - Make sure info is put into Google Translate so people can access in other languages
 - Distribute maps to any media and also give our emails
 - Red Bank should look at some new design standards — windows, push back so not right against sidewalk
 - There's been many plans, I've been to many meetings —> they've done so much on the downtown they probably feel some obligation to work on this corridor but I really don't want this business corridor to look like the downtown corridor
 - What kind of retail spaces or businesses would you like to see more of in the neighborhood?

TRANSPORTATION

- How do you travel to and from your work?
 - Biking to Asbury
 - Driving (from or through)
 - Parkway
 - Train
 - Walk from house on Hudson to train — hard to cross at Maple at crosswalks, encourage crosswalks at every intersection
 - County owns every road, misguided don't realize it's a community road, don't realize need crosswalks for people walking, too auto centric
 - highway dumps traffic onto Shrewsbury
 - People cut through from Locust to Leighton, primary school is right there, lots of cars on a street where lots of little kids are crossing
 - very dark at night it's hard to see people
 - beautiful sycamores that make hard to see but want to keep green space — increase lighting
 - lot of traffic on Newman St
 - would you do pedestrian study or look at desire lines to see how many people are crossing and where — better at the intersection or mid block
 - NJT needs to replace signage that directs people off of Shrewsbury going

- to the train no sign anymore that shows people where the train is "5min walk this way to the train," and discourage drivers from using certain routes that create congestion/driving hazards, state needs to be conscious
- Anything that can encourage people to come to Red Bank by train or bus and not use their car
 - We used to have a trolley that goes around town so people don't have to walk
 - Traffic Study? Traffic Circulation Study? They're talking about doing it just downtown and we tried to respond by saying no need to do the entire town
 - Traffic studies related to how new development will impact traffic circulation and congestion
 - How do you usually get around in the neighborhood in your free time, or when you're running errands?
 - Do you like to walk or bike around the neighborhood?
 - Prompt: What's preventing you from doing this more often?
 - How do kids in the neighborhood (or your kids) usually get to school?
 - Do they go anywhere after school?

PARKS AND PUBLIC AMENITIES

- What parks do you and/or your kids go to?
 - Follow-ups:
 - Do you feel like you have to go far to reach these places?
 - Where do you think would be a good area to put a park?
 - What amenities would you like to see more of in the neighborhood? For example, children's play ground, youth centers, etc.?
 - What's your favorite place to relax or hang out in the neighborhood?
 - Nothing really suitable on west side for kids/families to walk to would have to cross over
 - Not a lot of open space for a park but there are empty lots that could maybe be used for smaller parks
 - Johnny Jazz park at corner by Parker Family Clinic
 - tiny, have jazz concerts in summer
 - started by West Side Community Group
 - It would be nice to find other ways to do that
 - Playground is good but this is nice because community space
- gets hot in summer and not enough trees
 - Coffee Coral has a nice set of land
 - Parklette
 - Shrewsbury Ave is lacking a place just

for people to sit, to read a newspaper or have a coffee, aesthetically landscape is not nice, not inviting

- on side of street between senior housing and coffee coral evergreen terrace unoccupied area for some time potential side
- Locust ave are they are making it into swings
- Fortune House developing youth program "Fortune Tellers" accommodate community center type of environment
- Issues = financing, properties well beyond scope of what is affordable for community

CLOSING

- In 10 years, what do you imagine the neighborhood would ideally look like?
 - branch of red bank library on West Side
 - repurposed senior center which could be used for more than the senior center
 - plenty of room to go up
 - Sea Bright model flex meeting space + library
 - roof over parking lot sunroofs generate energy that would help pay for it
 - have to make sure as redeveloping you don't want to take away character of the neighborhood: that balance is biggest challenge

- pilot of pedestrian only weekends
 - discussions of bank branch to west side: remote, retail only (only have to go to main branch to open account), only have one bank open to doing it
 - we need a bank on this side
 - large enough properties to think about co-operative ownership, community land trusts, either a block or parklet small or large scale
 - train schedule is limited (once an hour) and fare is high, no express
 - design plan: restriction for trucks by height turning west onto Front St b/c can't go under bridges, can't go past James Parker, have to go on Maple or stay on Maple
- If you could change anything about the neighborhood, what would it be?

CONCLUDE MEETING

RED BANK: STUDENTS TO SHARE CONCEPTS

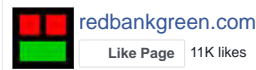


Much as they did a year ago for [Monmouth Street](#) (above), student planners from Rutgers University's Bloustein School will offer suggestions for improving Red Bank's Shrewsbury Avenue corridor as well as the Navesink River waterfront next week.



The public is invited to attend a "studio presentation," scheduled for Tuesday, December 10, at 6:30 at borough hall.

The concepts are expected to incorporate suggestions offered by residents at a [brainstorming session](#) held last month. (Photo by John T. Ward. Click to enlarge.)



Posted on [December 3, 2019 at 12:00 pm](#), filed under Biking, Family matters, Featured, Government, Public Facilities, RED BANK, Security, Streets & Roads and tagged bloustein school, broad to the river, crosswalks, fred heyer, heyer gruel & associates, lighting, nj, pedestrian safety, red bank, rutgers university, street lamps, street lights, susan gruel, Traffic. Bookmark the permalink. Follow any comments here with the RSS feed for this post. Trackbacks are closed, but you can post a comment. Email this story.

JOIN US FOR A
STUDIO PRESENTATION
OPEN TO THE PUBLIC

Tuesday, December 10th
@ 6:30 PM
at the
Council Chambers at the Borough Hall
~90 Monmouth Street, 1st Floor~

Please join the Rutgers Bloustein School studio for the final presentation of their studio plans. In coordination with the Borough of Red Bank, the Bloustein School studio developed a neighborhood plan for the community surrounding Shrewsbury Avenue as well as a waterfront development plan for the area surrounding the intersection of Broad Street and Front Street.

APPENDIX B: 80 SHREWSBURY CONCEPT PLAN B PRO FORMA

| Project Description | | |
|---------------------|-------------------------|---------|
| Units | # of Units | SF/Unit |
| 1 BR | 32 | 779 |
| 2 BR | 16 | 929 |
| Units (Interior) | 48 | 39,785 |
| Common / Amenities | | 5,015 |
| Total Residential | | 44,800 |
| Commercial | | 5,200 |
| Parking | 109 off-street parkings | |
| Project SF | | 50,000 |
| Land Area | 1.75 Acres | |

| Operating Assumptions | | |
|--|-------------------------|-------------|
| | PSF | Per Unit/mo |
| 1 BR | \$2.70 | \$2,102.63 |
| 2 BR | \$2.75 | \$2,554.92 |
| Parking | Operated by the Borough | |
| Stabilized Vacancy | 4.00% | |
| Turnover | Each year | 40% of Apts |
| Operating Expenses/ Property Management | \$0.50 /rsf/mo | |
| CAPEX Reserve | \$300 / Unit | |
| Rent Increases (Year 1-5) | 3.00% | |
| Rent Increases (Year 6-) | 2.00% | |

| Financing Assumptions - Construction | |
|--------------------------------------|---------------|
| Amount | \$9,900,000 |
| LTC | 57% |
| Amortization | Interest Only |
| Interest Rate | 5% |
| Term | 2 years |

| Development | |
|-----------------------------------|-------------------------------|
| Land Acquisition | \$4,239,399 |
| Purchase Price - B: 39 L: 24 {SC} | \$810,416 |
| Purchase Price - B: 39 L: 23 {SC} | \$1,479,004 |
| Purchase Price - B: 39 L: 22 | \$479,210 |
| Purchase Price - B: 39 L: 21 | \$421,470 |
| Purchase Price - B: 39 L: 20 | \$548,580 |
| Purchase Price - B: 39 L: 19 | \$500,720 |
| Hard Costs | |
| Construction | \$180 psf |
| Contingency | 5% of HC |
| CM Fee | 5% of HC |
| Soft Costs | |
| Professional Fees | |
| Architectural | \$3.00 psf |
| Engineering | \$3.00 psf |
| Legal | \$100,000 |
| Accounting | \$50,000 |
| Insurance | \$1.00 psf |
| Public Relations | \$25,000 |
| Marketing/Leasing | \$100,000 |
| Contingency | 5% of SC |
| Developer Fee | |
| Developer Fee | 4% of Hard+Soft |
| Financing Costs | |
| Financing Costs | 1.5% of Total Financing |
| Capitalized Interest | \$750,000 |
| Reserves | |
| Total Reserves | \$1,000,000 |
| Acquisition Fees | |
| Acquisition Fee | 1.0% Land + Hard + Soft Costs |

Sources & Uses

| <u>Sources</u> | <u>Amount</u> | <u>%</u> | <u>Per Unit</u> | <u>Per SF</u> |
|----------------|---------------------|-------------|------------------|---------------|
| Debt | \$9,900,000 | 57% | \$206,250 | \$198 |
| Equity | \$7,474,605 | 43% | \$155,720.95 | \$149 |
| Total | \$17,374,605 | 100% | \$361,971 | \$347 |

| <u>Uses</u> | <u>Amount</u> | <u>%</u> | <u>Per Unit</u> | <u>Per SF</u> |
|------------------|---------------------|----------------|---------------------|---------------|
| Land | \$4,239,399 | 24.40% | \$88,320.81 | \$85 |
| Hard Costs | \$9,900,000 | 56.98% | \$206,250.00 | \$198 |
| Soft Cost | \$761,250 | 4.38% | \$15,859.38 | \$15 |
| Additional Costs | \$1,473,956 | 8.48% | \$30,707.43 | \$29 |
| Reserves | \$1,000,000 | 5.76% | \$20,833.33 | \$20 |
| Total | \$17,374,605 | 100.00% | \$361,970.95 | \$347 |

Funding

| <u>Uses</u> | <u>Equity</u> | <u>Debt</u> | <u>Total</u> |
|---------------|--------------------|-------------|---------------------|
| Land | \$4,239,399 | | \$4,239,399 |
| Project Costs | \$2,235,206 | \$9,900,000 | \$12,135,206 |
| Reserve | \$1,000,000 | | 1,000,000 |
| Total | \$7,474,605 | | \$17,374,605 |

Summary of Project

| | |
|---|--------------|
| Total Costs | \$17,374,605 |
| Equity Invested | \$7,474,605 |
| Commercial SF | 5200 |
| Net Residential Rentable Area | 39785 |
| Number of Apartments | 48 |
| Year One Stabilized Unlevered Yield-on-cost | 4.6% |
| Year One Stabilized Levered Yield-on-cost | 2.1% |
| Selling Price | \$15,668,286 |
| Unlevered IRR | 4.9% |
| Levered IRR | 13.4% |

| | <u>Year 0</u> | <u>Construction Year 1</u> | <u>Construction Year 2</u> | <u>Stabilized Year 3</u> | <u>Operating Year 4</u> |
|------------------------------|----------------|--------------------------------|--------------------------------|------------------------------|-----------------------------|
| Residential Rent | | | | \$ 1,293,624 | \$ 1,335,667 |
| Commercial Rent | | | | \$ 138,008 | \$ 140,768 |
| Total Revenue | | | | \$ 1,431,632 | \$ 1,476,435 |
| Vacancy Rate | | | | \$ (428,836) | \$ (53,427) |
| Turnover Rate | | | | \$ - | \$ (9,600) |
| Credit Loss | | | | \$ (38,809) | \$ (40,070) |
| Net Rentable Income | | | | \$ 963,987 | \$ 1,373,338 |
| Land Costs | (4,239,399) | | | | |
| Construction Costs | | \$ (5,330,625) | \$ (5,330,625) | | |
| Operating Expenses | | | | \$ (238,710) | \$ (243,484) |
| Common Area Expenses | | | | \$ (34,502) | \$ (35,192) |
| Tax Payment | | | | \$ (281,232) | \$ (281,232) |
| Cap Ex | | | | \$ (14,400) | \$ (14,400) |
| Total Expenses | | | | \$ (568,844) | \$ (574,308) |
| NOI | (4,239,399) | \$ (5,330,625) | \$ (5,330,625) | \$ 395,143 | \$ 799,030 |
| Net Cash Flow | \$ (4,239,399) | \$ (5,330,625) | \$ (5,330,625) | \$ 395,143 | \$ 799,030 |
| Loan Payment | | \$ (154,771) | \$ (495,000) | \$ (644,009) | \$ (644,009) |
| Levered Net Cash Flow | \$ (4,239,399) | \$ (2,389,977) | \$ (495,000) | \$ (248,867) | \$ 155,020 |
| Unlevered Cash-on-cash | | | | 2.27% | 4.6% |
| Levered Cash-on-cash | | | | -3.3% | 2.1% |

| | <i>Operating</i> <u>Year 5</u> | <i>Operating</i> <u>Year 6</u> | <i>Operating</i> <u>Year 7</u> | <i>Operating</i> <u>Year 8</u> |
|------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Residential Rent | \$ 1,379,076 | \$ 1,423,896 | \$ 1,470,173 | \$ 1,499,576 |
| Commercial Rent | \$ 143,584 | \$ 146,455 | \$ 149,384 | \$ 152,372 |
| Total Revenue | \$ 1,522,659 | \$ 1,570,351 | \$ 1,619,557 | \$ 1,651,948 |
| Vacancy Rate | \$ (55,163) | \$ (56,956) | \$ (58,807) | \$ (59,983) |
| Turnover Rate | \$ (9,600) | \$ (9,600) | \$ (9,600) | \$ (9,600) |
| Credit Loss | \$ (41,372) | \$ (42,717) | \$ (44,105) | \$ (44,987) |
| Net Rentable Income | \$ 1,416,524 | \$ 1,461,078 | \$ 1,507,045 | \$ 1,537,378 |
| Land Costs | | | | |
| Construction Costs | | | | |
| Operating Expenses | \$ (248,354) | \$ (253,321) | \$ (258,387) | \$ (263,555) |
| Common Area Expenses | \$ (35,896) | \$ (36,614) | \$ (37,346) | \$ (38,093) |
| Tax Payment | \$ (281,232) | \$ (281,232) | \$ (281,232) | \$ (281,232) |
| Cap Ex | \$ (14,400) | \$ (14,400) | \$ (14,400) | \$ (14,400) |
| Total Expenses | \$ (579,882) | \$ (585,567) | \$ (591,366) | \$ (597,280) |
| NOI | \$ 836,642 | \$ 875,511 | \$ 915,679 | \$ 940,097 |
| Net Cash Flow | \$ 836,642 | \$ 875,511 | \$ 16,583,965 | |
| Loan Payment | \$ (644,009) | \$ (644,009) | \$ (644,009) | |
| Levered Net Cash Flow | \$ 192,633 | \$ 231,502 | \$ 15,939,956 | |
| Unlevered Cash-on-cash | 4.8% | 5.0% | 95.4% | |
| Levered Cash-on-cash | 2.6% | 3.1% | 213.3% | |

\$ 15,668,286 Selling Price at end of Year 7

4.9% Unlevered IRR

13.4% Levered IRR

APPENDIX C: RED BANK ZONING

FOR FURTHER INFORMATION REGARDING THE BOROUGH OF RED BANK ZONING ORDINANCES PLEASE VISIT:
[HTTPS://ECODE360.COM/INDEX/RE2655](https://ecode360.com/index/re2655).

WATERFRONT DEVELOPMENT DISTRICT:

- Detached single-family dwellings with a minimum lot size of 30,000 sq. ft.
- Multifamily dwellings: garden apartments, apartment houses(+3 multi-family units), and townhouses with density regulations and minimum lot sizes
 - Garden apartments and apartment houses: 16 units per gross acre unless adjoining Navesink River and fronting Riverside Ave. in which case the density regulation is 40 units
 - Townhouses: 10 units per gross acre
 - All with minimum lot sizes of 45,000 sq. ft
- Professional Offices(The office of a member of a recognized profession, which shall only include the office of doctors or physicians, psychologists, dentists, optometrists, architects, professional engineers, professional planners, land surveyors, attorneys, certified professional accountants, physical therapists, speech therapists, and other New Jersey licensed therapists, five or fewer insurance agents, and real estate brokers with five or fewer brokers or sale agents. See also “medical or dental office.”)

- Business Offices (An establishment which does not offer a product or merchandise for sale to the public, but offers or provides a service primarily administrative or clerical in nature. Business offices are all those offices which are not professional or medical offices)
- Home Professional Offices (The practice of a profession, as defined by this chapter, conducted entirely within a dwelling which is the bona fide residence of the principal practitioner.)
 - minimum lot size of 30,000 sq. ft
- Primary food-service establishments. (primarily food, i.e. not a bar)
- Hotels, motels, and owner-occupied bed-and-breakfasts.
- Essential services (Underground gas, electrical, telephone, telegraph, steam or water transmission or distribution systems, including mains, drains, sewers, pipes, conduits, cables, and including normal aboveground appurtenances such as fire alarm boxes, police call boxes, light standards, poles, traffic signals, hydrants, and other similar equipment and accessories in connection therewith, reasonably necessary for the furnishing of adequate service by public utilities or municipal or other governmental agencies or for the public health or safety or general welfare.)
 - Other uses all have a minimum lot size of 30,000 sq. ft.

RD- RESIDENTIAL DISTRICT

- Detached single-family dwellings.
 - Minimum lot size 3,500 sq ft or 5,000 sq ft if fronting river
- Detached two-family dwellings.
 - Minimum lot size 7,000 sq ft
- Multifamily dwellings: garden apartments, apartment houses(+3 multi-family units), and townhouses with density regulations
 - Garden apartments and apartment houses: 15 units per acre, unless property fronts on the river, not to exceed six units per acre, and all properties on the river are to comply with the open space recreation requirements, which area is to be dedicated as an open space easement. To determine the number of dwelling units permitted on a tract, the total acreage of the tract shall be multiplied by either 15 or six, whichever number is applicable. Any fraction greater than 0.50 shall be rounded up. This number shall be the maximum number of units allowed on the tract.
 - Townhouses: not to exceed density of 12 units per acre, unless property fronts the river, not to exceed six dwelling units per acre and are to comply with the open space recreation requirements, which area shall be designated as an open space easement. To determine the number of dwelling units permitted on a tract, the

total acreage of the tract shall be multiplied by either 12 or six, whichever number is applicable. Any fraction greater than 0.50 shall be rounded up. This number shall be the maximum number of units allowed on the tract.

- Both have minimum lot size of 120,000 sq ft
- Essential services (Underground gas, electrical, telephone, telegraph, steam or water transmission or distribution systems, including mains, drains, sewers, pipes, conduits, cables, and including normal aboveground appurtenances such as fire alarm boxes, police call boxes, light standards, poles, traffic signals, hydrants, and other similar equipment and accessories in connection therewith, reasonably necessary for the furnishing of adequate service by public utilities or municipal or other governmental agencies or for the public health or safety or general welfare.)
- Public utilities

RB-RESIDENTIAL ZONE DISTRICT

- Detached single-family dwellings.
- Essential Services (Underground gas, electrical, telephone, telegraph, steam or water transmission or distribution systems, including mains, drains, sewers, pipes, conduits, cables, and including normal

aboveground appurtenances such as fire alarm boxes, police call boxes, light standards, poles, traffic signals, hydrants, and other similar equipment and accessories in connection therewith, reasonably necessary for the furnishing of adequate service by public utilities or municipal or other governmental agencies or for the public health or safety or general welfare.)

- Minimum lot sizes of 3,500 sq. ft.

R-B1 RESIDENTIAL ZONE DISTRICT

- Detached single-family dwellings.
- Essential services. (Underground gas, electrical, telephone, telegraph, steam or water transmission or distribution systems, including mains, drains, sewers, pipes, conduits, cables, and including normal aboveground appurtenances such as fire alarm boxes, police call boxes, light standards, poles, traffic signals, hydrants, and other similar equipment and accessories in connection therewith, reasonably necessary for the furnishing of adequate service by public utilities or municipal or other governmental agencies or for the public health or safety or general welfare.)
- Minimum lot sizes of 4,500 sq. ft.

R-B2 RESIDENTIAL ZONE DISTRICT

- Detached single-family dwellings.
- Detached two-family dwellings.
- Minimum lot sizes of 7,000 sq. ft.

BR-1 BUSINESS/RESIDENTIAL-1 DISTRICT

- Detached single-family dwellings.
 - minimum lot size of 4,500 sq. ft.
- Dwelling uses on floors above street level where each dwelling has a minimum of 1,000 square feet of habitable floor area and no more than two bedrooms at a maximum density of 16 units per acre, except that the permitted maximum density may be increased to allow up to four residential units per site when the rate of 16 units per acre results in less than four units.
 - dwellings are maximum 16 units per acre and a maximum of two bedrooms
- Multifamily dwellings: garden apartments, apartment houses(+3 multi-family units) w/ density regulations
 - Townhouses: not to exceed 14 units per gross acre with minimum lot sizes of 25,000 sq. ft
 - Garden apartments and apartment houses: not to exceed 16 units per gross acre both with minimum lot sizes of 45,000 sq. ft.
- Professional Offices(The office of a member of a recognized profession, which shall only include the office of doctors or physicians, psychologists, dentists, optometrists, architects, professional engineers, professional planners, land surveyors, attorneys, certified professional accountants, physical therapists, speech therapists, and other New Jersey licensed therapists, five or few-

- er insurance agents, and real estate brokers with five or fewer brokers or sale agents. See also “medical or dental office.”)
- Business Offices (An establishment which does not offer a product or merchandise for sale to the public, but offers or provides a service primarily administrative or clerical in nature. Business offices are all those offices which are not professional or medical offices)
- Home Professional Offices (The practice of a profession, as defined by this chapter, conducted entirely within a dwelling which is the bona fide residence of the principal practitioner.)
 - minimum lot size of 4,500 sq. ft.
- Retail commercial, except:
 - Large food stores exceeding 8,000 square feet, commonly called “supermarkets.”
 - Shops which offer for sale firearms and/or ammunition.
- Personal service establishments, except:
 - Massage services.
- Art studios and galleries.
- Banks, trust companies and deposit institutions.
- Primary food-service establishments. (primarily food, i.e. not a bar)
- Primary liquor-service establishments. (primarily liquor, i.e. not a restaurant)

- Motor vehicle diagnostic and service facilities.
- Hotel and motel.
- Theaters.
- Mortuary and funeral homes.
- Lodges, clubs and fraternal organizations.
- Government offices, including federal, state, county or municipal buildings and grounds, but excluding schools and facilities such as maintenance or storage yards.
- Essential services (Underground gas, electrical, telephone, telegraph, steam or water transmission or distribution systems, including mains, drains, sewers, pipes, conduits, cables, and including normal aboveground appurtenances such as fire alarm boxes, police call boxes, light standards, poles, traffic signals, hydrants, and other similar equipment and accessories in connection therewith, reasonably necessary for the furnishing of adequate service by public utilities or municipal or other governmental agencies or for the public health or safety or general welfare.)
- Commercial recreational uses (A use such as a bowling alley, bike rental, boat rental, skating rink, game room, billiard parlor, do-it-yourself arts and crafts, batting cages, escape rooms and similar type uses.)

BR-2 BUSINESS/RESIDENTIAL-2 DISTRICT
Differences from BR-1:

- Different regulations for above street-level dwellings
 - the permitted maximum density may be increased to allow up to four residential units per site when the rate of 16 units per acre results in less than four units.
- Retail Commercial Use except:
 - Large food stores exceeding 8,000 square feet, commonly called “supermarkets.”
 - Thrift stores, secondhand shops selling used clothing or merchandise, pawnshops and consignment shops.
 - Shops which offer for sale firearms and/or ammunition.
- Personal service establishments, except:
 - Massage services.
 - Tarot, palm readings, psychics.
- No Primary liquor-service establishments.
- Other uses have a minimum lot size of 10,000 sq. ft.

AFFORDABLE HOUSING DISTRICT

- The purpose of the Affordable Housing Overlay District is to provide an opportunity to develop affordable housing to meet present and prospective housing needs, with particular attention to low- and moderate-income housing, in conformance with the requirements of the New Jersey Council on Affordable Housing (“COAH”).

NEIGHBORHOOD BUSINESS DISTRICT

- Professional Offices (The office of a member of a recognized profession, which shall only include the office of doctors or physicians, psychologists, dentists, optometrists, architects, professional engineers, professional planners, land surveyors, attorneys, certified professional accountants, physical therapists, speech therapists, and other New Jersey licensed therapists, five or fewer insurance agents, and real estate brokers with five or fewer brokers or sale agents. See also “medical or dental office.”)
- Business Offices (An establishment which does not offer a product or merchandise for sale to the public, but offers or provides a service primarily administrative or clerical in nature. Business offices are all those offices which are not professional or medical offices)
- Retail commercial not exceeding 2,000 square feet of ground floor area, except the

following are not permitted:

- Thrift stores, secondhand stores, pawn and consignment shops.
- Shops which offer for sale firearms and/or ammunition.
- Personal service establishments, except:
 - Massage establishments.
 - Tarot, palm readers, psychics.
- Primary food-service establishments. (primarily food, i.e. not a bar)
- Primary liquor-service establishments. (primarily liquor, i.e. not a restaurant)
- Printing, publishing or bookbinding.
- Government offices, including federal, state, county or municipal buildings and grounds, but excluding schools.
- Dwelling apartment uses on floors above the street-level floor; provided, however, that there shall not be more than two such dwelling apartments on each floor or more than a total of four such dwelling apartments in any building. Each dwelling apartment shall have a minimum of 600 square feet of habitable floor area and shall have no more than two bedrooms.
 - maximum two such apartments on each floor, maximum four apartments in any building and maximum two bedrooms per apartment, minimum 600 ft of habitable area
- Essential services (Underground gas,

electrical, telephone, telegraph, steam or water transmission or distribution systems, including mains, drains, sewers, pipes, conduits, cables, and including normal aboveground appurtenances such as fire alarm boxes, police call boxes, light standards, poles, traffic signals, hydrants, and other similar equipment and accessories in connection therewith, reasonably necessary for the furnishing of adequate service by public utilities or municipal or other governmental agencies or for the public health or safety or general welfare.)

- Commercial recreational uses (A use such as a bowling alley, bike rental, boat rental, skating rink, game room, billiard parlor, do-it-yourself arts and crafts, batting cages, escape rooms and similar type uses.)
- No minimum lot size for this zone

TRAIN STATION OVERLAY DISTRICT

- The purpose of the Train Station Overlay District is to encourage a mix of retail/commercial uses at street level with increased residential density on floors above street level to create a mixed residential and commercial neighborhood that relies predominantly on public transportation as the primary means of travel. In general, applications under the overlay standards are intended:
 - To provide for land uses and facilities

- beneficial to both the community and to transit users;
- To concentrate a mix of retail, office, residential, public and open space uses within walking distance of each other and the rail station, in order to increase convenience for residents, shoppers, commuters and employees and to reduce auto traffic by providing an environment conducive to pedestrians, bicyclists, and transit users;
 - To revitalize the train station area and enhance the economic vitality and encourage economic development through zoning incentives;
 - To provide for the safe and efficient flow of pedestrian and vehicular traffic, emphasizing a pedestrian-oriented environment;
 - To preserve established residential neighborhoods in and adjacent to the train station area;
 - To provide for visual amenities and to reinforce a sense of center; and
 - To promote the development of affordable housing in Red Bank.
- a mix of any uses permitted in the underlying zones, with all nonresidential uses permitted on the ground level only, and further provided that all parking requirements are met.

