

**WEST BELMAR GATEWAY AREA  
REDEVELOPMENT PLAN**



**TOWNSHIP OF WALL  
MONMOUTH COUNTY, NEW JERSEY**

**DECEMBER 2003**

**Prepared For:**

Wall Township Committee  
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Plan adopted by the Wall Township Committee on \_\_\_\_\_, 2003. The original of this document was signed and sealed in accordance with the statute and is on file with the Clerk of the Township of Wall.

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## **INTRODUCTION**

On October 3, 2001, the West Belmar Gateway Report was presented to the Wall Township Committee. The Gateway Report was prepared by the West Belmar Gateway Advisory Committee with the assistance of a planning consultant. Members of the Advisory Committee include area commercial and residential property owners, Township officials and members of the Township Planning Board. The Gateway Report presented an analysis of that portion of the Route 71 corridor between the Borough of Spring Lake Heights and the Borough of Belmar borders (see Redevelopment Area Map), including a market study, and made recommendations as to potential reuses of property as well as general physical improvements to the area.

On February 12, 2003, the Gateway Area was deemed “an area in need of redevelopment” per the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.) by the Township Committee, and the Planning Board commenced the preparation of this redevelopment plan based on the vision and findings of the Gateway Report. This Redevelopment Plan furthers the work performed for the Gateway Report, and serves to fulfill the statutory requirements pursuant to the LRHL.

The West Belmar Gateway Area Redevelopment Plan:

- Will become the formal planning document for revitalization of the Area
- Is a collaborative effort of the West Belmar Gateway Advisory Committee, Township Committee and the Township Planning Board
- Presents the zoning districts and permitted uses and standards of the districts
- Sets forth the implementation strategy of the Plan
- Identifies potential funding sources for developers.

## **STATUTORY REQUIREMENTS**

According to State statute, the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

- Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;
- Proposed land uses and building requirements in the project area;
- Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market;
- An identification of any property within the Redevelopment Area which is proposed to be acquired in accordance with the Redevelopment Plan;
- Any significant relationship of the Redevelopment Plan to:
  - the Master Plans of contiguous municipalities;
  - the Master Plan of the County in which the municipality is located; and
  - the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985, C398 (C52:18A-196 et al.).

## **DESCRIPTION OF REDEVELOPMENT AREA**

The West Belmar Gateway Redevelopment Area is generally comprised of the frontage lots on either side of Route 71 between the municipal borders of Spring Lake Heights and Belmar Borough (see Redevelopment Area Map). Specifically, the Area contains the following tax lots:

- Block 1, Lots 1-5
- Block 2, Lots 1-4, 27-30
- Block 3, Lots 1-4, and 24
- Block 4, Lots 1-6, 16-17, 19, 21-23 and part of 35
- Block 5, Lots 24-38
- Block 6, Lots 4, 6-13
- Block 7, Lots 1, 3
- Block 8, Lots 1-2
- Block 72, Lots 1-2 and 4
- Block 9, Lots 34, 37, 40, 43, 46
- Block 10, Lots 1-6
- Block 11, Lots 1-6
- Block 12, Lots 1-6, 11, 64, 68
- Block 16, Lots 1-5
- Block 17, Lots 1-5, 25
- Block 19, Lot 1

## **REDEVELOPMENT GOALS AND OBJECTIVES**

The goals of the West Belmar Gateway Area Redevelopment Plan are:

1. To transform underutilized and non-conforming buildings and properties in the Route 71 Corridor into fully productive uses; and
2. To serve as the guiding document required for the Township Committee and Planning Board for the Area.

The objectives of the Plan are to:

1. Revitalize the Area by providing opportunities for existing property owners to continue to upgrade their properties as well as for redevelopment of properties by redevelopers.
2. Create land use and building requirements specific to the Redevelopment Area that will promote the development of a pedestrian-friendly, human-scale neighborhood commercial corridor with a cohesive, unified Colonial design theme.
3. Utilize high quality design standards in construction and reconstruction of buildings and improvements.
4. Create larger development parcels than those that currently exist that will accommodate buildings large enough for modern operations and on-site parking.
5. Limit the number of ingress/egress points onto Route 71.

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6. Promote the redevelopment of the Wall Auto Wrecker’s site into a commercial site that will provide retail goods and services to the neighborhood. What is specifically envisioned for this site is a grocery store and other smaller-scaled retail shops or offices that are integrated into the streetscape and fabric of the Route 71 corridor. What is not envisioned for the site is a big-box, single tenant, non-grocery retail store that is not human-scaled at the street and does not promote pedestrianism or enhance the Route 71 streetscape.

**LAND USE PLAN**

The permitted uses and design standards within the Redevelopment Area and the design standards that apply to the Area are detailed in the District Standards and Design Standards sections, below.

*Relationship Of Plan To The Township Land Development Regulations*

The standards contained within this redevelopment plan shall supercede the existing Zoning Districts in the Area and shall apply to any redevelopment or rehabilitation project designed to implement this Plan, whether by a designated redeveloper or by private property owners. Where regulations of this Plan conflict with the Zoning Ordinance or Design Standards, this Plan shall control. The continued use of existing properties made nonconforming by adoption of this Plan is permitted until the property is to be redeveloped or substantially rehabilitated, at which time the provisions of this Plan shall apply. In the case where a particular land use or site standard is not covered in this redevelopment plan, compliance with the Township of Wall Zoning Ordinance or other applicable Township of Wall codes or the Ordinance will be required.

*Exceptions to Standards*

Variation from the development requirements and design standards set forth by this redevelopment plan may be necessary in certain limited circumstances, such as the lot width standard. In such instances, the Planning Board may grant reasonable exceptions from certain bulk, parking or design requirements if the designated redeveloper demonstrates that such design exception(s) will not substantially impair the intent of the redevelopment plan, and will not present a substantial detriment to the public health, safety and welfare.

To gain approval of such modification or waiver of a development requirement or design standard, the applicant shall demonstrate that the resulting change will:

1. Generally satisfy the Redevelopment Plan’s goals and objectives;
2. Be designed in accordance with the Township's normally acceptable engineering, planning and/or architectural practices;
3. Not have an adverse impact on the physical, visual or spatial characteristics of the overall development plan for the parcel or tract to be developed, or adjacent or nearby properties;
4. Generally enhance the overall development plan for the tract;

5. Not have an adverse impact on the physical, visual or spatial characteristics of the existing streetscape in which such development is located or of the Redevelopment Plan;
6. Not reduce the useful life or increase the cost of maintenance of the improvement to be modified or otherwise have an adverse impact on the long-term function of the development; and,

Deviations from the uses permitted in the Area shall be permitted only by means of an amendment of the Redevelopment Plan by the Township Committee, should the deviation be considered acceptable to the furtherance of the goals and objectives of this plan.

### *Provisions Related to Rehabilitation*

Rehabilitation and redevelopment of all buildings and improvements in the redevelopment area shall be made by property owners and/or developers in accordance with the standards included in this Redevelopment Plan as well as all other applicable Township and State codes, regulations and standards.

However, this Plan does recognize the fact that there are pre-existing, non-conforming single-family, and possibly two-family, dwellings in the redevelopment area, the continued use, maintenance and minor improvement of which may be necessary and/or an improvement to the Area, although said maintenance and minor improvement may be inconsistent with the goals, objectives and design standards of the Area. In the case where deviations from bulk standards and/or design standards are sought for maintenance and minor improvements, such as small additions, porches, decks, garages or sheds, to a pre-existing, non-conforming single-family or two-family dwelling or property containing such, the authority for granting or denying deviations from the bulk and/or design standards herein shall be vested in the Wall Township Planning Board.

### *Provisions Related to Off-Site Improvements*

The extent of the redeveloper's responsibility for any installation or upgrade of infrastructure related to their project, whether on-site or off-site, will be outlined in the redeveloper's agreement with the Township. Off-site responsibility for properties not covered under the redeveloper's agreement will be determined in the same manner as other development projects throughout the Township during the permit and/or site plan review phases.

All infrastructure improvements shall comply with applicable local, state and federal codes including the Americans With Disabilities Act. All streetscape improvements shall also comply with applicable standards found in this Redevelopment Plan. All utilities shall be placed underground, unless otherwise authorized by the Township Committee.

## *District Standards for West Belmar Gateway Redevelopment Area Zone*

The following District Standards apply to the Area. They contain information pertaining to the permitted and accessory uses therein.

### Principal Permitted Uses:

- Retail sales and service including but not limited to: food, restaurant, pharmaceuticals, personal care, florist, sporting goods, household supplies, stationery and gifts, but not including car wash or gasoline service station
- Personal service, not including automotive-related repair uses
- Office, including medical office and financial institution
- Public Use
- Parking lot, in accordance with standards herein

### Accessory Uses:

Uses that are customary, incidental and accessory to the principal use, including, in the case of restaurants, outdoor dining.

### Standards:

1. Minimum lot size: 15,000 square feet
2. Minimum lot frontage: 75 feet
3. Minimum lot depth: 100 feet
4. Setbacks:
  - Front yard: Minimum 10 feet; maximum 20 feet; in all instances shall comply with required sight triangles at intersections
  - Side yard: Minimum total 20 feet; minimum 10 feet one side
  - Rear yard: Minimum 35 feet
5. Maximum lot coverage: 80 percent
6. Minimum buffer to adjacent residential zone: 10 feet
7. Maximum building height: 35 feet/2.5 stories
8. Accessory buildings shall not be located in the front yard and shall have 10-foot minimum setbacks.
9. Required on-site parking:
  - Retail and personal services: 1 space per 300 square feet gross floor area.
  - General office: 1 space per 350 square feet gross floor area.
  - Medical office: 1 space per 300 square feet gross floor area.
  - Public use: The amount of required parking shall be determined by the Board.

*Standards for Parking Lot Principal Use:*

1. Minimum lot area: 15,000 square feet
2. Minimum lot frontage: 100 feet
3. Minimum lot depth: 100 feet
4. Maximum lot coverage: 85 percent
5. Sidewalk shall be provided along all public street frontages.
6. A landscaped strip 10 feet in width shall be planted along the perimeter of the parking lot.
7. Durable, attractive fencing shall be provided along all lot lines adjoining residential uses or residential zones.
8. The location and appearance of any planned kiosk shall be approved by the Board.

*Design Standards for West Belmar Gateway Redevelopment Area Zone*

The general design theme for the West Belmar Gateway Redevelopment Area shall be Colonial. Buildings, signage and all other improvements shall be designed to follow a Colonial theme to the extent possible. The following Design Standards shall apply to the Area, and shall be utilized to carry out the design theme of the Area.

*Building Design and Architecture:*



*Model building proportion and building wall.*

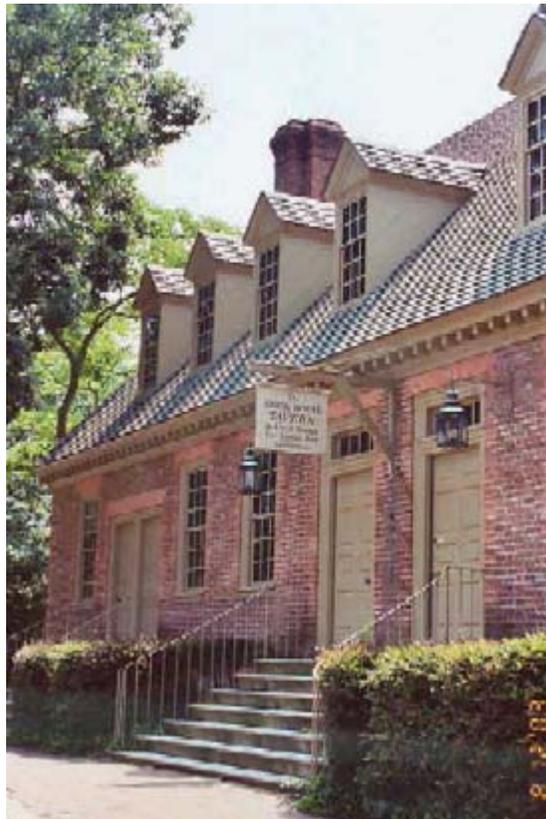


*Modernized version of Colonial architecture.*

*Samples of Colonial Architecture and Building Materials.*



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- A. Applicability. These guidelines and standards shall apply to all applications for development within the Area. Where a development plan involves an existing building or a site upon which an existing building is located, the existing building shall be repaired, renovated and restored to comply with these guidelines.
- B. General Design Standards.
1. The building itself should be designed with an eye toward architectural detailing that can be unique, but should not detract from the appearance of adjacent structures. Innovative re-use of existing unique and/or attractive structures is encouraged, to the extent possible.
  2. Buildings shall have varied and interesting facades. Use of texture and window variations shall be encouraged.
  3. Pitched roofs shall be strongly encouraged.
  4. Buildings greater than 1 story in height shall be strongly encouraged.
  5. Entryways shall give orientation and add aesthetically pleasing character to the building. They shall be clearly defined, highly visible to the pedestrian.
  6. Entrances shall include such features as canopies or porticos; overhangs, arcades; recesses/projections; raised corniced parapets over the doors; peaked roof forms; arches; outdoor patios; and/or display windows. Architectural details, such as tile work or moldings, which are integrated into the building design; and/or

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planters or wing walls that incorporate landscaping and provide places for sitting shall be encouraged.

- C. Continuity of Treatment. The architectural treatment of a facade or roof shall be completely continued around all visibly exposed sides of a building. All sides of a building shall be architecturally designed so as to be consistent with regard to style, materials, colors and details. In the instance of multi-story buildings, the architectural treatment and building materials of the first floor shall be compatible with upper stories.
- D. Roof. The type, shape, pitch, texture and color of a roof shall be considered as an integral part of the design of a building and shall be architecturally compatible with the style, materials, colors and details of such building. In order to effectuate the Colonial theme of the area, the use of pitched roofs shall be strongly encouraged. Roofs and rooflines shall conform to the following standards:
  - 1. No flat roof shall be permitted on a building with a building height less than eighteen (18) feet. A flat roof may only be permitted on a single story building provided that all visibly exposed walls shall have an articulated cornice, parapet wall or some other type of architectural detailing that projects out horizontally from the vertical building wall plane or projects vertically from the horizontal roof plane.
  - 2. Mansard roofs shall not be permitted.
  - 3. Architectural embellishments that add visual interest to roofs, such as dormers, belvederes, masonry chimneys, clock towers and such similar elements shall be permitted, provided that such are architecturally compatible with the style, materials, colors and details of the building.
  - 4. For all roofs other than flat roofs, the minimum permitted roof pitch shall be eight on 12, and all gables on a building shall be of the same pitch.
  - 5. Roofline offsets shall be provided along any roof measuring longer than seventy-five (75) feet in length in order to provide architectural interest and variety to the massing of a building and relieve the negative visual effect of a single, long roofline. The minimum height of a required roofline offset shall be ten (10) inches.
- E. Windows. Windows shall be architecturally compatible with the style, materials, colors and details of a building. Windows shall be vertically proportioned, wherever possible. The location of windows on the upper stories of a building shall be vertically aligned with the location of windows and doors on the ground level of such building. Permitted retail and personal service business uses located in business districts should have large-pane display windows on the ground level. All other windows shall be double-hung or casement types. A building designed of an architectural style that normally has windows with muntins or divided lights shall utilize them. Such muntin or divided light grids may be the snap-on type, if fitted on the exterior of the window or between the glazing of the window units.
- F. Doors and Entrances. All entrances to a building shall be defined and articulated by utilizing such elements as lintels, pediments, pilasters, porticoes, porches, overhangs, railings, balustrades and other such elements, where appropriate. Any such element utilized shall be architecturally compatible with the style, materials, colors and details of

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- such building. Recessed doorways are encouraged; as they provide cover for pedestrians and patrons in bad weather and help identify the location of store entrances. A recessed doorway may be required when it is deemed necessary to provide a clear and safe area for out-swinging doors, thus reducing potential safety risks to pedestrians walking by an entrance. All recessed doorway areas shall have lighting installed and maintained that is sufficient to illuminate the entire recessed area. This lighting shall be lit from sunset to sunrise.
- G. Physical Plant. All air-conditioning units, HVAC systems, exhaust pipes or stacks and elevator housing shall be shielded from view. Such shielding shall be accomplished by utilizing the walls or roof of the building or a penthouse-type screening device that shall be designed to be architecturally compatible with the style, materials, colors and details of such building.
- H. Materials, Colors and Details. All materials, colors and details used on the exterior of a building shall be architecturally compatible with the style of such building, as well as with each other. The number of different materials on exterior facades should be limited to three types.
- I. Shutters. The use of shutters on building facades shall be encouraged.
- J. Awnings. The use of awnings and sidewalk canopies is prohibited.
- K. Lighting. Light fixtures attached to the exterior of a building shall be designed to be architecturally compatible with the style, materials, colors and details of such building and other lighting fixtures used on the site. Consideration shall also be given to the type of light source utilized and the light quality such produces. The type of light source used on buildings, signs, parking areas, pedestrian walkways and other areas of a site shall be the same or compatible. The use of low-pressure sodium or mercury vapor lighting either attached to buildings or to light the exterior of buildings shall be prohibited.
- L. Signage. All signs, affixed to the exterior of a building or freestanding, shall be architecturally compatible with the style, materials, colors and details of the buildings on the site and other signs used on the same site and/or building. All signage shall conform to the requirements herein.
- M. Multiple Uses. A building with multiple storefronts or other multiple uses, no matter whether such uses are the same type of use or located on the same floor level, shall be unified through the use of architecturally compatible styles, materials, colors, details, awnings, signage, lighting fixtures and other design elements for all such storefronts or uses.
- N. Corner Buildings. A building on a corner lot shall be considered a more significant structure from a design perspective since such building has at least two front facades visibly exposed to the street. Such building may be designed to have additional height and architectural embellishments relating to its location on a corner lot, if deemed appropriate by the Board.

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- O. Multiple Buildings. A development plan that contains more than one building or structure shall be unified through the use of architecturally compatible styles, materials, colors, details, awnings, signage, lighting fixtures and other design elements for all such buildings or structures.
- P. Professional Office Design Standards. The following additional architectural design standards for professional offices shall apply:
  - 1. Dormers shall be encouraged to break up large roof masses.
  - 2. Windows should be double-hung sash types with the glass area divided by horizontal and vertical muntins.
  - 3. Exterior materials should be brick, stone, horizontal siding or wood shingle, or a combination of such materials.
- Q. Retail Sales and Service Design Standards. The following additional architectural design standards for retail sales and services (including financial institutions) shall apply:
  - 1. Retail stores oriented toward a street or parking lot shall have a minimum of 50% of the first floor building facade that faces a street or parking lot consist of glass display windows.
  - 2. Primary building entrances should be oriented toward the street.
  - 3. Common concrete block shall not be used on any elevation visible from a public or private street. Where permitted, common concrete block shall be painted or otherwise finished.
  - 4. In no instance shall a building elevation have a homogeneous facade without a variation in materials, textures or other design features.

*Parking Design Standards:*

- A. Provision of parking spaces. The number of parking space required per this Redevelopment Plan shall be provided by one of the following means:
  - 1. Providing the required number of spaces on-site in accordance with the design standards herein.
  - 2. Providing the required number of spaces through a shared parking agreement across one or more sites, in accordance with the standards herein.
  - 3. Providing the required spaces on properties owned by or under the control of the Township of Wall or other public entity, either contiguous with or within one thousand five hundred (1,500') feet walking distance to the site being developed.
  - 4. A combination of alternates (a) through (c), acceptable to the Township.
  - 5. For every space not provided on-site, an in-lieu contribution may be made to a capital improvement fund established by the Township for the purpose of constructing public parking facilities to serve the needs of the Area. The amount of the contribution shall be equivalent to the cost of constructing the parking spaces on-site, as calculated by the Township Engineer, or verified through submission of a binding estimate from a licensed contractor.
  - 6. On-site parking shall not exceed minimum requirements by more than twenty percent (20%).

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- B. Location. The location of accessory on-site parking at the rear of the site behind the principal building shall be strongly encouraged.
- C. Screening. Where buffers are required in this Redevelopment Plan, there shall be provided along the lot line a continuous, year-round planting screen at least 6' feet in height.
- D. Interior driveways. Interior driveways widths shall be at least twenty four (24) feet wide where used with ninety degree angle parking. Where there is no parking, interior driveways shall be at least fifteen feet wide for one-way traffic movement and at least twenty-two feet wide for two-way traffic movement.
- E. Connection to the public right-of-way. Each off-street parking, loading or service area shall be connected to a public street by means of a driveway constructed in accordance with Township design standards. Such parking, loading or service areas may be connected to a public street through an adjacent property, provided the adjacent property is also in the Redevelopment Area.
- F. The off-street parking requirements for two or more neighboring uses of the same or different types may be satisfied by the allocation of the required number of spaces for each use in a common parking facility, provided that the number of off-street parking spaces is not less than the sum of individual requirements. Shared parking between uses shall be encouraged, and the amount of required on-site parking may be reduced if an alternative parking arrangement is deemed acceptable by the Township and the Board.
- G. Sharing of parking facilities. Off-street parking facilities for one use shall not be considered as providing the required facilities for any other use, except that one-half of the off-street parking space required by any use whose peak attendance will be at night or on Sundays (such as but not limited to churches, theatres and assembly halls) may be assigned to a use which will be closed at night or on Sundays.

Streetscape/Landscape Design Standards:

- A. Streetscape elements including sidewalk, lampposts, benches, trash receptacles and planters shall be provided in accordance with the Township's plan for streetscape improvements in the Area.
- B. Street trees shall be provided in accordance with applicable Township standards, and shall be planted in a continuous trench covered by tree grates.
- C. All other Township landscaping design standards shall be adhered to.

Signage Standards:

It is expected that the sign designs for the businesses that are to be encouraged to locate in the Area will be balanced so that they are effective in attracting customers without being inappropriate in size and scale. If the West Belmar Gateway Area is going to be perceived as a cohesive district, it is important that the identification signage be coordinated as to size, location, materials and type.

- A. General Design Standards. In addition to adhering to the general standards contained in Chapter 140 of the Township Code, all signs shall be subject to the following design standards:
  - 1. Every sign shall be in good scale and proportion in design and visual relationship to structures, buildings and other surroundings.
  - 2. Every sign shall be designed as an integral architectural element of the structure, building and site to which it principally relates. As an architectural element, a sign shall be in harmony with the structure, building or site's character and use.
  - 3. The colors, materials and lighting of every sign shall be harmonious with the structure, building and site to which it principally relates.
  - 4. The number of graphic elements on a sign shall be limited to a minimum needed to convey the sign's main message, and shall be composed in proportion to the area of the sign face.
  - 5. The content or advertising which may be displayed on signs shall be limited to the identification and location of the premises, identification of its owners or occupants and information concerning the activities conducted on the premises or the goods and services offered in connection therewith.
  - 6. All sign graphics shall be prepared by a qualified professional.
  - 7. The base of a freestanding sign shall be liberally landscaped with a combination of shrubs, ground cover, flowers or other plant material.
  - 8. Freestanding signs shall be skirted to enclose the supporting pole or pylon of the sign. The skirting shall extend the full dimensions of the sign at its lower edge from ground to sign. The skirting shall not be included in the sign size calculation unless it displays a sign message.
  - 9. No signs, illustrations or symbols shall be placed so as to interfere with the opening of an existing door of any building, or to obstruct any window opening, except for window signs as regulated herein. No sign shall be placed to interfere with the use of any fire escape or to create a hazard to pedestrians.
  - 10. No wall sign may project more than nine (9) inches from the outer face of a wall and shall not extend over any public right-of-way, unless otherwise provided for in this Plan. Any desired wall sign which projects more than nine (9) inches from the outer wall face shall be considered a projecting sign and must conform to all applicable provisions for projecting signs set forth herein.
  
- B. Sign Illumination Standards. All signs shall be externally illuminated only. All illumination shall be subject to the following:
  - 1. All lighting sources shall be completely shielded from the view of vehicular traffic.

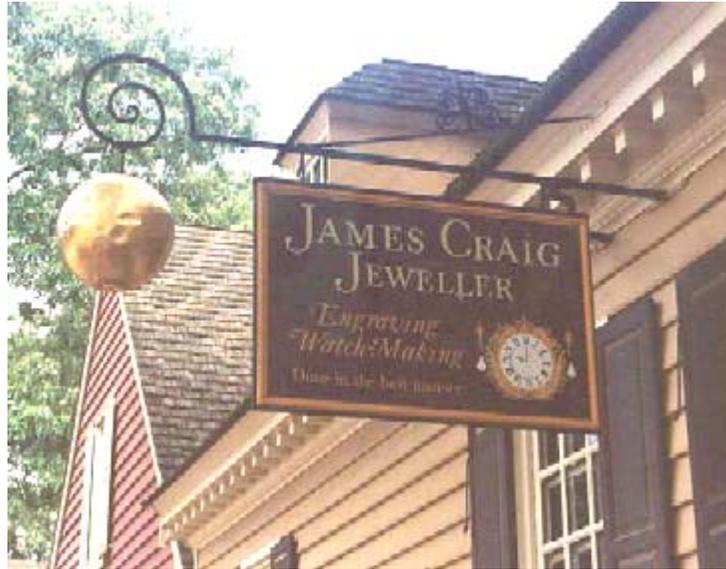
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2. Such illumination shall not project light above the highest elevation of the front wall of the building for wall-mounted signs.
  3. No sign shall contain blinking, flashing, flickering, tracer or sequential lighting.
  4. All signs shall remain stationary and constant in intensity and color at all times.
  5. All wiring for permanent illuminated signs shall be installed and maintained so that it is not within public view. The running of wiring or conduit along the exterior wall of a building to access a sign is specifically prohibited unless in the judgment of the Construction Official there is no practical way to run the conduit so that it is not within public view.
  6. No illuminated sign shall be of such a color or located in such a manner as to be confused with, or to diminish or detract in any way from, the effectiveness of any traffic signal or similar official safety or warning device.
  7. Any other outdoor lighting such as building and sidewalk illumination, driveways with no adjacent parking, the lighting of signs and ornamental lighting, shall be shown on a lighting plan in sufficient detail to allow a determination of the effects upon adjacent properties, traffic safety and overhead sky glow. The objective of these items is to minimize undesirable off-premises effects.
- C. Street Address Required. All buildings shall display street address numbers and/or text in a manner that is clearly legible from the public street. Signs displaying a street address shall be regulated as follows:
1. Individual characters identifying a street address for non-residential properties must be at least six (6) inches high—larger if deemed necessary due to visibility circumstances—however shall not exceed 6 square feet in area.
  2. Street address numbers may be placed on any permitted sign or directly on the building face. The sign area devoted to street address numbers shall not be considered in calculating sign area.
- D. Wall-Mounted Building-Attached Sign. One (1) wall sign is permitted for each ground floor business use maintaining street frontage and shall be regulated as follows:
1. The sign shall be located on the wall at the main public entrance or centered along the street frontage.
  2. The maximum height from ground-level to uppermost portion of the sign shall not exceed the height of the sill or bottom of any second story window or sixteen (16) feet, whichever is less. In the case of single-story buildings, the maximum height shall not exceed fourteen (14) feet or the top-of-wall, whichever is less.
  3. The minimum height from ground-level to lowermost portion of the sign shall be no less than eight (8) feet.
  4. Maximum permitted sign area shall be no greater than one and two-tenths (1.2) square-feet per lineal foot of building frontage occupied by the use on that particular building face, not to exceed sixty (60) square feet.
  5. Maximum permitted horizontal sign dimension shall be no greater than seventy-five percent (75%) of the width of the building frontage occupied by the use on that particular building face, not to exceed thirty (30) feet.
  6. Maximum vertical sign dimension shall not exceed five (5) feet.
  7. The sign may be internally or indirectly illuminated.

E. Secondary Wall-Mounted Signs

1. Ground floor business uses located on corner lots and having a second facade with a display window fronting on a public street, shall be permitted to have one (1) additional sign on the facade of the building facing the side street. The secondary wall-mounted sign shall meet all of the standards for the primary wall sign with the following exceptions:
  - (a) The maximum permitted sign area shall be no greater than twenty-four (24) square feet.
  - (b) All sign elements shall be placed in a position directly above the display window facing the secondary frontage (the maximum horizontal dimension shall be no greater than the width of the display window).
2. Ground floor business uses having a side or rear public entrance fronting on a parking lot shall be permitted to have one (1) additional sign on the facade of the building facing the parking lot, provided that such sign meets all of the following standards:
  - (a) The sign shall be centered above the secondary public entrance.
  - (b) The maximum height from ground-level to uppermost portion of the sign shall not exceed the height of the sill or bottom of any second story window or sixteen (16) feet, whichever is less. In the case of single-story buildings, the maximum height shall not exceed fourteen (14) feet or the top of the wall, whichever is less.
  - (c) The minimum height from ground-level to lowermost portion of the sign shall be no less than eight (8) feet.
  - (d) Maximum sign area shall not exceed nine (9) square feet.
  - (e) Maximum horizontal sign dimension shall not exceed five (5) feet.
  - (f) Maximum vertical sign dimension shall not exceed three (3) feet.
  - (g) The sign may be internally or indirectly illuminated.

F. Freestanding Signs. Freestanding signs shall be prohibited.



*Sample Projecting Sign.*

- G. Projecting Sign. The use of projecting signs shall be required by ground-floor businesses in order to carry out the Colonial theme of the area.
1. Single-ground-floor-tenant buildings. Where there is one ground-floor tenant in a building, one (1) projecting sign shall be provided for the ground floor use in accordance with the standards herein.
  2. Multiple-ground-floor-tenant buildings. Where there is more than one ground-floor tenant in a building, one (1) projecting sign for one or more of the ground floor uses shall be provided in accordance with the standards herein. The Board may approve the location of more than one (1) projecting sign if the sign is shown to not detract from the aesthetics of the building.
  3. Standards for projecting signs are as follows:
    - (a) The sign shall be attached to the front wall of the building.
    - (b) Such sign face and all signage shall be oriented in a position that is perpendicular to the front façade of the business establishment being identified.
    - (c) No such sign shall have a thickness that exceeds nine (9) inches.
    - (d) Maximum size of each sign face shall not exceed eight (8) square feet in area.
    - (e) Minimum height from ground level to lowermost portion of sign shall be eight (8) feet.
    - (f) Maximum height from ground level to uppermost portion of sign shall not exceed the height of the sill or bottom of any second story window or sixteen (16) feet, whichever is less. In the case of single-story buildings, said maximum height shall not exceed fourteen (14) feet or the top of the wall, whichever is less.
    - (g) Maximum horizontal projection from the building wall, including any sign appurtenances, shall not exceed six (6) feet. Such sign may project over a public sidewalk only and shall not extend over any other portion of any other public right-of-way.

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- (h) Maximum horizontal dimension of sign shall not exceed four (4) feet.
  - (i) Maximum vertical dimension of sign shall not exceed six (6) feet.
  - (j) Maximum height of letters, individual numbers or other characters or images on the signboard shall not exceed eighteen (18) inches.
  - (k) Maximum width of letters, individual numbers or other characters or images on the signboard shall not exceed eighteen (18) inches.
- H. Wall-Mounted Directory Sign. For buildings containing more than one (1) non-residential tenant, one (1) wall-mounted directory sign for each ground floor entrance to a building shall be permitted whether such entrance fronts on a street or parking lot.
- 1. The maximum size of the directory sign shall not exceed six (6) square feet in area.
  - 2. The maximum size of the directory sign shall not exceed six (6) square feet in area.
  - 3. Such sign may identify all building occupant names and their addresses, however, no individual business shall occupy greater than one (1) square foot in area of such sign.
  - 4. A wall-mounted directory sign shall not be illuminated.

**PROPERTY ACQUISITION AND RELOCATION**

*Property To Be Acquired*

This Redevelopment Plan authorizes the Township to exercise its condemnation powers on all properties in the Redevelopment Area, to acquire property or to eliminate any restrictive covenants, easements or similar property interests which may undermine the implementation of the Plan.

The Township currently has no intention of broadly exercising its powers of condemnation throughout the Area. The Township does believe, however, that the redevelopment of certain properties in the area is critical to the success of the Redevelopment Plan. The Township had identified the following properties as critical to the success of the West Belmar Redevelopment Area, and considers the properties as potentially suitable for condemnation for the purposes of implementing the Plan:

- Block 6, Lots 6, 7 and 12
- Block 7, Lots 3 and 4

*Relocation*

The Township of Wall will provide all displaced tenants and landowners with the appropriate relocation assistance, pursuant to applicable State and Federal law, should relocation be necessary. Such assistance will be provided through an appropriately designated office which will assist in any relocation of persons, businesses or other entities. The local housing market, including Wall and surrounding communities, contains an ample supply of comparable replacement housing to absorb the small number of residents, if any, who may be displaced by the redevelopment process. Further, Wall and the surrounding area contain sufficient land and

buildings which would be appropriate for relocation of existing businesses from the Redevelopment Area. If relocation is not directly caused by the Redevelopment Plan, the Township assumes no responsibility for relocation of people and businesses.

If necessary, a Workable Relocation Assistance Plan (WRAP) will be prepared and filed with the New Jersey Department of Community Affairs (NJDCA) upon the execution of redeveloper agreements for identified redevelopment parcels. The WRAP will be prepared in accordance with the applicable relocation statutes. The responsibility for paying the cost of relocation shall be negotiated between the Township and the designated redeveloper within the redeveloper agreement. A relocation officer may be designated by the Township to facilitate the WRAP process.

It is important to note that some buildings may become vacant or existing vacant space may become occupied between the adoption of this Plan and the execution of a redeveloper agreement. Ultimately, the WRAP will be specific regarding the relocation of any households or businesses within the redevelopment area at the time of any acquisition by Eminent Domain pursuant to a redeveloper agreement.

## **PLAN RELATIONSHIP TO DEFINITIVE LOCAL OBJECTIVES**

The redevelopment of the Route 71 Corridor was not specifically discussed in the 1999 Township Master Plan, however is consistent with the Land Use Plan objectives and principles stated on Page 6-2 of the Master Plan, and is not a significant departure from the Land Use Plan Map.

## **RELATIONSHIP TO OTHER PLANS**

The proposed Redevelopment Plan is substantially consistent with the Master Plans of municipalities that are contiguous to the Redevelopment Area, the Monmouth County Growth Management Plan and the State Development and Redevelopment Plan.

### *Adjacent Municipalities*

The Redevelopment Area lies adjacent to the Boroughs of Spring Lake Heights, South Belmar and Belmar. The uses and intensity of uses in the West Belmar Gateway Area Redevelopment Plan are consistent with the current Master Plans or Master Plan Reexamination Reports of the adjacent municipalities in relation to the Area.

### *Monmouth County Growth Management Plan*

The Monmouth County Growth Management Plan provides expansive goals and objectives, without specificity toward any geographic area in the county. This plan, adopted by the County Planning Board, is considered the master plan for the county and provides a framework indicating the desired future growth patterns for Monmouth County. The general policies of the county plan are in conformity with the Redevelopment Plan.

### *State Development and Redevelopment Plan (SDRP)*

The State Development and Redevelopment Plan (SDRP) places the Redevelopment Area in the Metropolitan Planning Area 1 (PA1). The Redevelopment Plan is consistent with the planning

goals and objectives of the SDRP as a whole (“to revitalize the State’s urban centers and areas”) and of PA1 in particular, which encourages infill development and redevelopment of areas containing existing infrastructure.

## **ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS**

### *Amending The Redevelopment Plan*

Upon compliance with the requirements of applicable law, the Township Committee of the Township of Wall may amend, revise or modify this Redevelopment Plan, as circumstances may make such changes appropriate.

### *Duration Of Redevelopment Plan*

The Redevelopment Plan, as amended, shall be in full force and effect for a period of thirty (30) years from the date of approval of this Plan by the Township Committee.

### *Application for Development/Redevelopment*

No application for development or redevelopment in the Area may be filed with the Planning Board until such time as the applicant has applied for and received a designation as a redeveloper from the Township Committee and has executed a Redevelopment Agreement with the Township Committee providing for the proposed application.

### *Conveyance Of Land*

The Township Committee may sell, lease, or otherwise convey to a redeveloper for redevelopment, subject to the restrictions, controls and requirements of this Redevelopment Plan, all or any portion of the land within the Redevelopment Area which becomes available to disposal by the municipality as a result of public action under this Plan. The Township reserves the right to formulate an agreement under any of the above-referenced arrangements and to enforce resale covenants.

### *Redevelopment Entity*

The Township Committee shall serve as the redevelopment entity hereunder.

# Proposed West Belmar Gateway Redevelopment Area

Borough of Belmar  
Sixteenth Avenue

