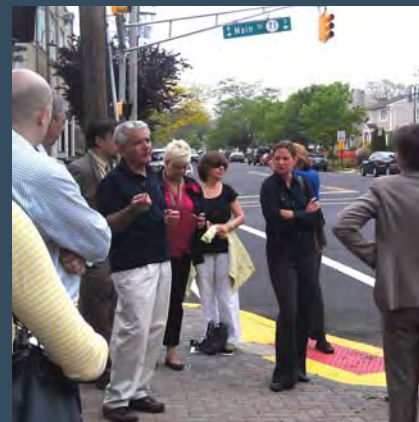
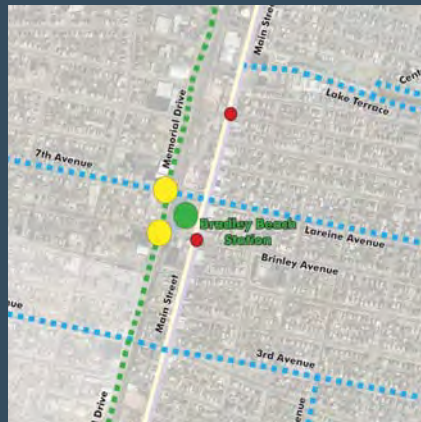
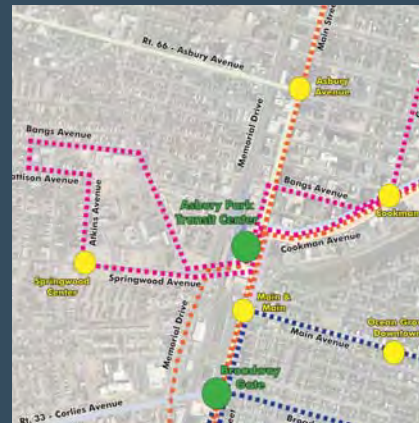
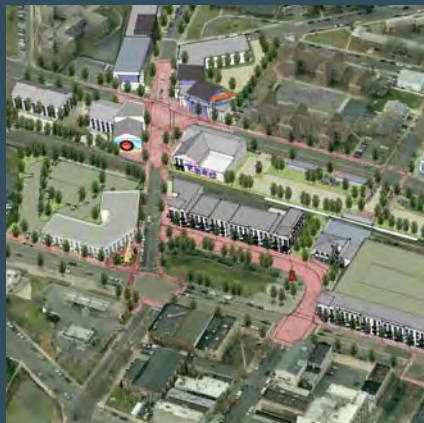


CONNECTING COMMUNITY CORRIDORS: Monmouth County Asbury Park, Bradley Beach, Neptune Township

A LOCAL DEMONSTRATION PROJECT



Project Partners and Project Team

Project Partners:



Together North Jersey



New Jersey Transit



Monmouth County



City of Asbury Park



Borough of Bradley Beach



Neptune Township



Interfaith Neighbors

Project Contributors:



Monmouth County Arts Council

Red Bank, NJ



Asbury Park Chamber of Commerce

Asbury Park, NJ



Bradley Beach Chamber of Commerce

Bradley Beach, NJ



ArtsCAP

Asbury Park, NJ



Brookdale Network

Lincroft, NJ



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Executive Summary

Project Description

This highly focused “strategic plan” encompasses several regional transportation corridors shared by Asbury Park, Bradley Beach, and Neptune Township: North Jersey Coast Line with stations in Asbury Park and Bradley Beach; the parallel Main Street-Memorial Drive north-south dual system; key east-west gateway corridors to the beach communities; and Springwood Avenue with select opportunity sites in these corridors. This effort is a working partnership between the Monmouth County, the City of Asbury Park, Borough of Bradley Beach, Neptune Township, Interfaith Neighbors, and Together North Jersey.

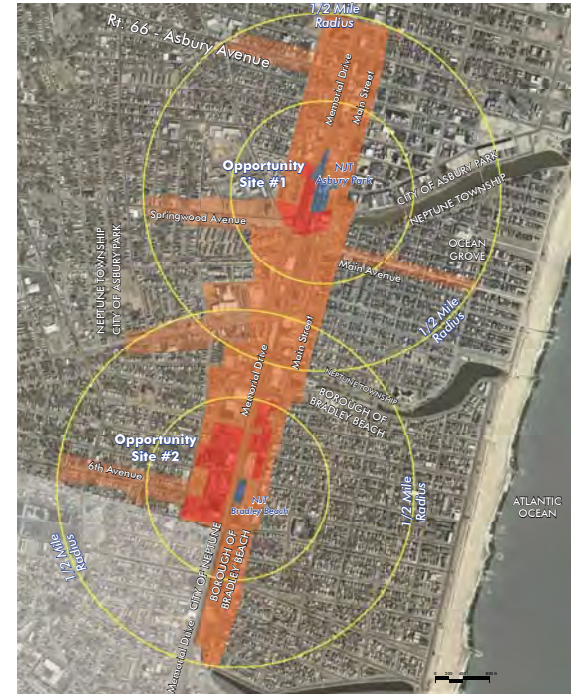
This plan recognizes that a significant amount of prior planning efforts have already been completed and therefore, there is no need to start with a “blank slate”, but rather to build upon past planning efforts as a foundation for this plan. However, the broad range of past plans

require working with stakeholders to establish key priorities as a focus for this plan that will generate specific implementable outcomes. The plan evolved out of feedback from key stakeholder groups, including arts and businesses in the Study Area and from a series of public open-house workshops held in each of the communities.

Project Themes

The planning process engaged stakeholders in establishing key priorities and goals. Out of the goals and feedback, the plan was organized around several Vision Themes:

- Arts & Culture Branding & Themes
- Transit-Oriented Infill & Adaptive Reuse
- Enhanced Shuttle Services
- Traffic Calming & Pedestrian /Bike Improvements
- Business Improvement & Main Street Program
- Urban Agriculture & Sustainable Infrastructure



Study Area includes 10 min. walk (1/2 mile) around Asbury Park and Bradley Beach NJT stations.



Improved public spaces and physical east-west connections will help provide neighborhood amenities for residents and visitors alike.



Connecting Community Corridors builds upon synergies between the arts, business, and community events.



Strategies include transit-oriented infill and adaptive reuse to revitalize station areas.

Gateway to Springwood, Cookman, & Ocean Grove

The concept plan for the area surrounding the Asbury Park Transit Center seeks to connect to the activity and revitalization of Cookman Avenue to the Springwood Avenue Corridor and other parts of the west side. An improved station area with pedestrian enhancements will also create an inviting gateway to Ocean Grove for those coming and going via transit.

Reconnecting Bradley Beach and Bradley Park

Both Neptune Township and Bradley Beach have studied transit-oriented infill in with their respective municipal boundaries. Memorial Drive and the North Jersey Coast Line, as is the case in other parts of the Study Area, act as significant east-west barriers. The concept plan treats the station as the center of a larger mixed use, walkable district spanning both sides of the tracks, reconnecting Bradley Park in Neptune with Bradley Beach.

One of the earlier phases of implementation involves working with willing property owners and businesses on Main Street in Bradley Beach to identify key locations for higher-value infill reinvestment. Prospective future development along Memorial Drive will need to complement/reflect the existing scale and nature of development along Memorial Drive, so as not to undermine the viability of existing uses. New investments in retail and service businesses, whether occupying an existing

storefront or developed as a new building, should be small-scaled able to incubate small proprietor businesses.

Enhanced Shuttle Service

Through this project's outreach efforts, the communities have expressed an interest in extending beyond the summer peak season to year-round and full-week service. The car-free lifestyle that the shuttles provide is currently seasonal. In addition, expanded shuttle frequency and route expansion to the west will to capture residential travel needs to markets, schools and jobs west of the tracks. The communities also expressed a need to improve visibility of the shuttle service, to provide easier connectivity between the shuttles and other modes, and to add "permanence" to the shuttle operation through the use of signage and defined station areas with shelters. Overall, more transit options would help reduce, mitigate and manage the demand for parking throughout the study area, which becomes extreme during the summer season.

Traffic Calming and Pedestrian /Bike Improvements

Pedestrian activity in the study area, especially in the summer months, is fairly robust and there is interest from the community to encourage more pedestrian activity and make it safer, particularly along Main Street to help encourage the patronage of local businesses. Similarly, traffic

calming improvements to Memorial Drive can provide better and safer east-west connection throughout the Study Area.

Economic Development and Urban Agriculture

The plan seeks to increase access to opportunities by connecting beyond the Study Area, but also creating improved employment and business opportunities within the communities. Strategies for economic development discussed in this effort included developing strategies to coordinate stronger synergy between the complementary "market position" of all three communities, strengthening workforce development programming with a focus on Grow Monmouth's strategy and working with Interfaith's programs. Strategies also include introducing urban farming and expanding on Asbury Park's community gardens on Interfaith's parcels and other properties in the Study Area.

Implementation

In order to make the improvements in the Connecting Community Corridors plan, the three communities will need to take a series of short and long-term actions. A Planning and Implementation Agenda is included to indicate these actions developed during the evolution of this and other planning initiatives over the last several years. The agenda recognizes that successful implementation of plans requires strong local support and action, as well as assistance from Monmouth County and the State of New Jersey.



PHASE 1A:
WHERE ARE WE NOW?

← Sunset Park

← Stone Pony
← Convention Hall
← Stephen Crane House
↔ Main Street

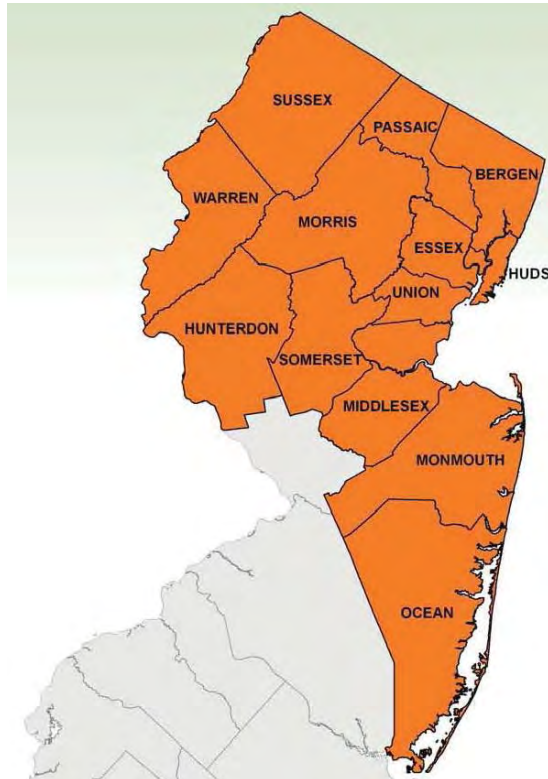
Introduction

The Connecting Community Corridors project focuses on a series of interconnecting transportation corridors shared by three adjacent municipalities (Neptune Township, Bradley Beach and Asbury Park) who have agreed to collaborate along with Monmouth County and several other non-governmental organization (NGO) stakeholders. People who use and traverse these corridors - whether on foot, bicycle, transit or automobile –experience the corridors as interconnected “linear places”.

The regional approach being taken to study these corridors is unique because it is focused on a compact, shared study area that spans municipal boundary lines. However, the proximity, interrelationship and function of these corridors impacts and relates to all three municipalities, thus making this collaborative approach the most logical and rational way to create an implementable plan.

This “strategic plan” is meant to build upon past planning efforts, focusing on key priorities established by stakeholders and to generate strategic outcomes that can be implemented. The plan will engage a broad spectrum of the community to locally define strategies to strengthen the region’s economy, align existing programs and regulations to support economic growth, improve transportation connections and choices, and focus future growth where there is infrastructure to help reduce costs at all levels of government.





Together North Jersey's Planning Region



Together North Jersey

The U.S. Department of Housing and Urban Development (HUD) awarded Together North Jersey a grant to develop a Regional Plan for Sustainable Development (RPSD) in the 13-county North Jersey Transportation Planning Authority region of New Jersey. Together North Jersey is a consortium of local municipalities counties, non-governmental organizations, community development corporations, and other interested organizations. The Bloustein School for Planning and Policy at Rutgers University serves as the administrative and fiscal agent for the grant. Other grant sponsor partners include:

- The North Jersey Transportation Planning Authority (NJTPA)
- NJ TRANSIT
- Housing and Community Development Network of New Jersey (HCDN-NJ)
- The Municipal Land Use Center at The College of New Jersey (MLUC)
- NJ Future
- New Jersey Regional Coalition (NJRC)
- PlanSmart NJ
- Regional Plan Association (RPA)
- New Jersey Office of Planning Advocacy (NJOPA)

The RPSD will be both “place-based” and “issue-based” and will use sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating

plans, regulations, investments, and incentive programs. The outcome of plan implementation will be a more sustainable future for the region that invests in existing communities where housing, jobs, educational, cultural, and recreational opportunities are made more easily accessible to most residents of the region.

For further information on the RPSD program, please visit the project's website at <http://www.policy.rutgers.edu/njscc/>

Local Demonstration Projects

The Local Demonstration Project Program (LDP) seeks to advance specific projects, initiatives, and other investments for local communities to achieve short-term, implementable projects which are consistent with the RPSD goals and program outcomes. The LDP Program provides technical assistance for strategic planning studies focused on designated areas or corridors associated with established or anticipated transit services and/or facilities. Eligible LDP projects will be sponsored by municipalities, counties, non-governmental organizations, community development corporations, and other interested organizations. These demonstration projects help to identify partnering opportunities, milestones, and potential funding sources and serve as a model for future initiatives. Connecting Community Corridors is one of three pilot projects for the LDP program.

Building on Existing Plans and Studies

Connecting Community Corridors is a highly focused “strategic plan” and not a broad-based comprehensive plan. This plan recognizes that a significant amount of prior planning efforts have already been completed and therefore, there is not a need to start with a “blank slate”, but rather to build upon past planning efforts as a foundation for this plan. However, the broad range of past planning efforts also requires working with stakeholders to establish key priorities and create a focus for this plan that will generate specific outcomes that can be implemented. While Connecting Community Corridors is locally-driven plan, it is coordinated within the framework of the Regional Plan for Sustainable Development being prepared by Together North Jersey.



Exploring Main Street Borough of Bradley Beach, NJ

Prepared For: Borough of Bradley Beach and
Bradley Beach Master Plan Committee

September 18, 2012



An American Planning Association, NJ Chapter, Community Planning Assistance project

ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™



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Page 12 of 67

December 19, 2007: Amended Springwood Avenue Redevelopment Plan



The Springwood Avenue Redevelopment Plan

Springwood Avenue Redevelopment Area Zones

Intersecting Springwood Avenue Redevelopment Area & Boundary
 Future Zone
 Transitional Zone
 Urban Zone
 Neighborhood (containing 2,000)

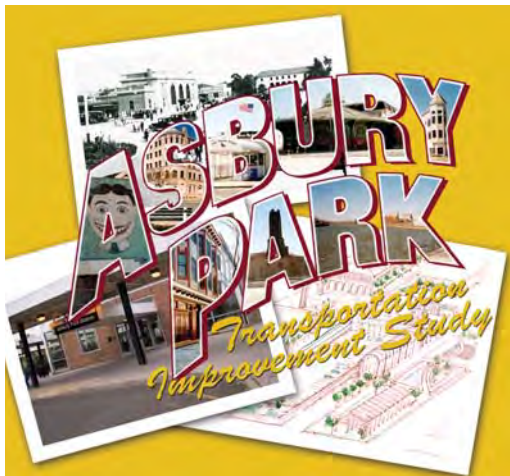


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City of Asbury Park
Department of Planning and Redevelopment

Prepared by:
Donald B. Sammel, PHD/ACP
Director of Planning and Redevelopment

Prepared by the City of Asbury Park Department of Planning and Redevelopment



Proposed Study Area

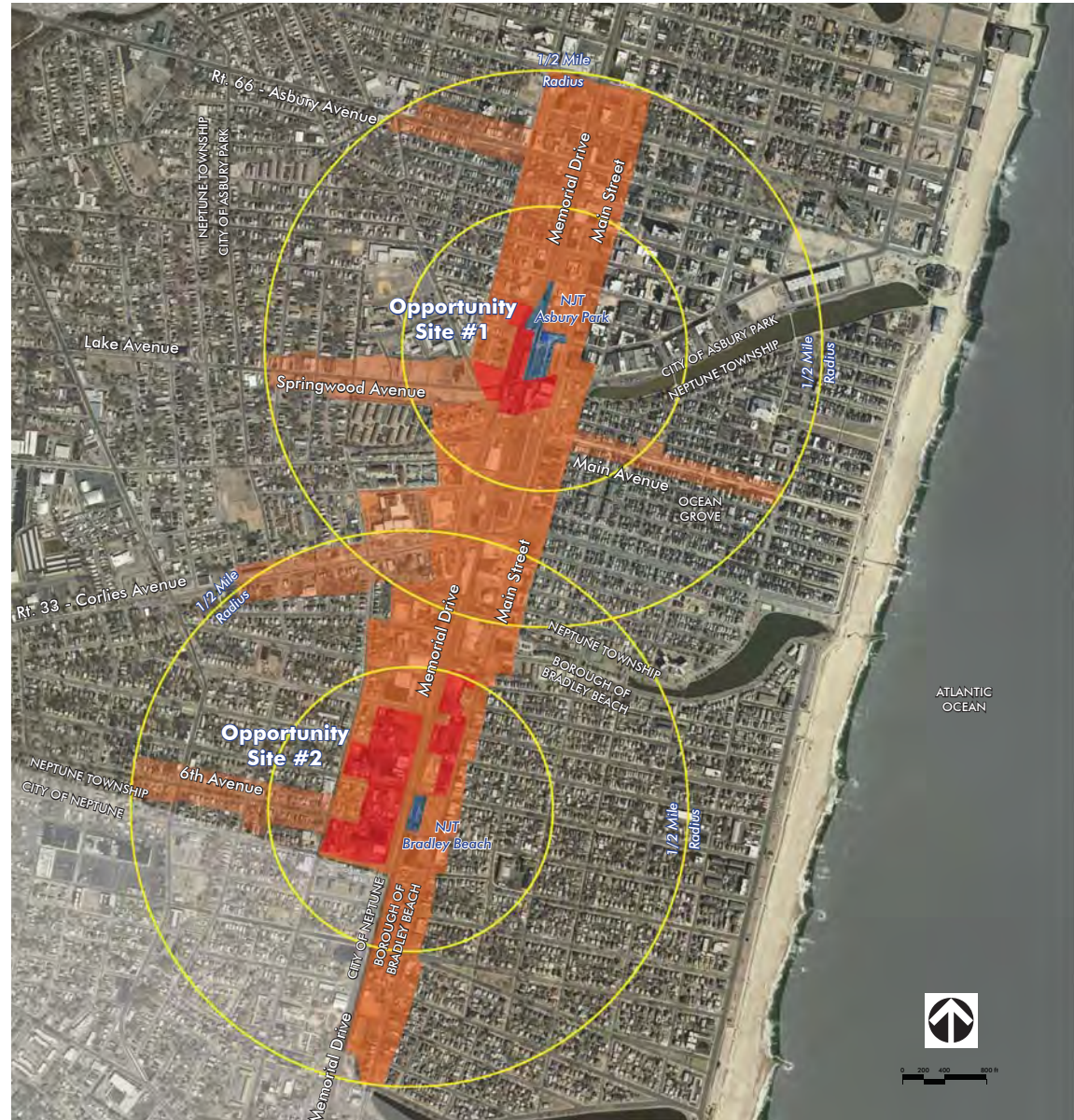
Based on the feedback from the Kickoff Meeting, and discussions on the Walk and Talk tours, the Project Team defined a physical Study Area. The Study Area encompasses more regional corridors such as the combined Main Street and Memorial Drive north-south couplets, key east-west gateway corridors into the towns, Avenue and a few small opportunity sites suitable for TOD infill, as described below. The opportunity sites are clustered in each municipality around the Main Street and Memorial Drive Corridors.

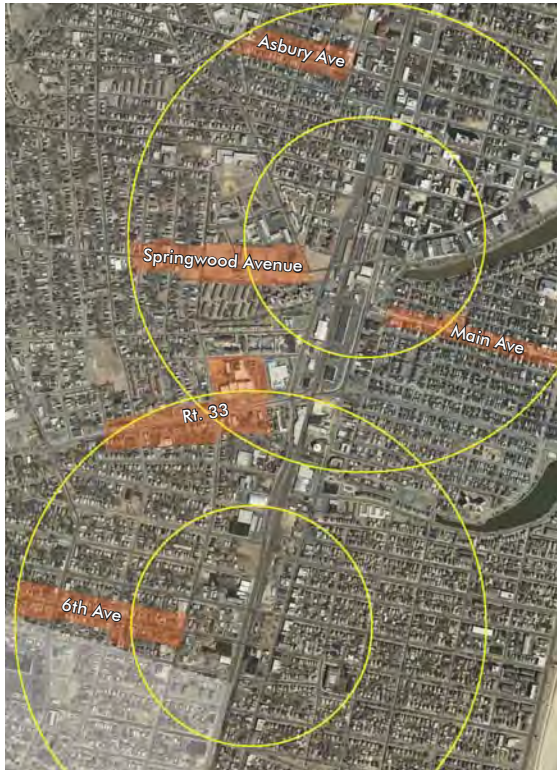
The Study Area includes:

- Main Street /Memorial Drive Corridor
- East-West Gateway Corridors
- Opportunity Site #1 – Station Gateway in Asbury Park
- Opportunity Site #2 –Main Street Redevelopment sites in Bradley Beach and Neptune Township's Transit Village area

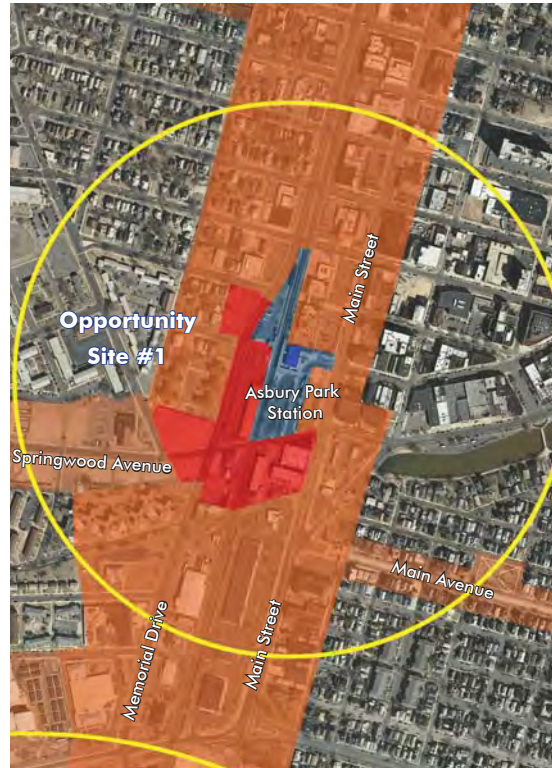
The Main Street /Memorial Drive Corridor.

Main Street (State Route 71) and Memorial Drive flank the North Jersey Coast Railroad running as a “shared core” through all three municipalities. The two parallel roads serve as dual system; Main Street serves as the main commercial spine and Memorial Drive serves as a higher-volume, secondary route with more underutilized parcels and opportunities for infill, redevelopment, and adaptive reuse.

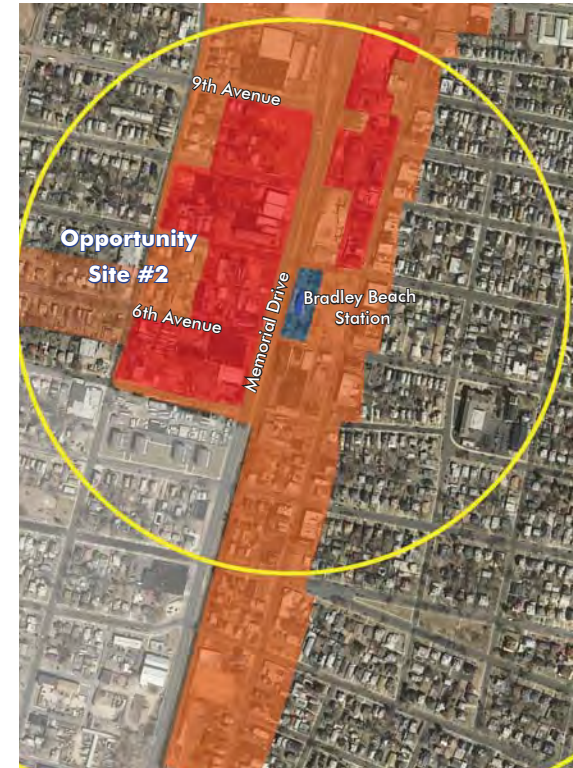




East-West Gateway Corridors. Roads including Rt. 33, 6th Avenue (Neptune), Main Avenue (Ocean Grove), Springwood Avenue and Asbury Avenue serve to connect the Main Street/Memorial Drive corridor to the west and rest of the region and east toward the beach communities. They represent the gateways into the “shared core” of these communities. These east-west corridors are important as access points to the greater region and have implications for equitable access to transit, combined housing and transit costs, connection to regional employment, among others.



Opportunity Site #1 – Station Gateway in Asbury Park. The Station Gateway site is located opposite the southern end of the Asbury Park Station. The location contains several vacant parcels and under-utilized lots, including a municipal public works facility. This location connects the emerging Springwood Redevelopment Corridor, which extends toward the west, to downtown, Cookman Avenue and the beach area/Boardwalk of Asbury Park. It is also the gateway to the community for those arriving through the Transit Center.



Opportunity Site #2 – Main Street Redevelopment sites in Bradley Beach and Neptune Township’s Transit Village area. There are several municipally-owned sites in Bradley Beach located between Main and Memorial and near the Bradley Beach Station. The Neptune Township Strategic Revitalization Plan identified a four-block area to the west of the Bradley Beach station as a proposed “Transit Village”.

Walk and Talk Tours

Stakeholders from each of the communities led the Project Team on a “Walk & Talk” tour for their portions of the Study Area. This allowed the Project Team to walk, observe and photograph the Study Area and gain insights to opportunities and constraints through the eyes and experiences of locals.



The Springwood Center opened in 2012 has kick-started the redevelopment of the Springwood Corridor with a senior center, affordable housing, business incubation and job training, and retail uses.



Bradley Park, west of Memorial Drive, is just blocks apart from the Bradley Train Station and Main Street but is disconnected by the high-speed road and the tracks,



Main Street streetscapes have been improved incrementally, but there is not much consistency.

Key Problems and Challenges in the Study Area

Access to Employment and Gaps in Transportation

Most of the employment in the County is in suburban locations primarily accessed by automobiles. There is a disconnect between concentrations of the population, particularly lower-income households, and the concentrations of jobs within the County. Even where there is public transit in place, much of it is oriented towards bringing commuters to jobs in the Newark/New York City area, which is generally a 90+ minute one-way commute. Only a few of the existing bus routes, with limited schedules, enable lower-income residents in the eastern sections of the County to access jobs in the employment centers further west.

Connecting East-West Barriers

The railroad and the Main/Memorial corridor combine to create a physical and psychological barrier between east and west running through the Study Area. The area around Memorial Drive is a combination of existing industrial/storage, vacant and underutilized properties which widens this barrier into what feels like a “no-man’s land” in many places. These uses create a lack of pedestrian-friendliness and “eyes on the street” security. Additionally, Memorial is an over-scaled roadway that is not pedestrian-friendly and has crossings that are perceived as dangerous. Although residential neighborhoods east of Main Street and west of Memorial Drive are just two to three blocks apart in some areas, they are disconnected from one another with residents tending to maintain more of their daily life on

just one side of the railroad tracks. This erodes social cohesion and also makes it more difficult for residents to support and benefit from a more interconnected system of community, economic, recreational and transit infrastructure accessible within a short walk from where they live.

Matching Skill Sets to Employment and Business Opportunities: Employment in the Study Area is geared primarily to arts/entertainment/recreation/food services, wholesale and retail trade, and some manufacturing. The other regional employment centers accessed by the rail line and bus service include job sectors such as finance/insurance/real estate, educational services, and health care which are not always the kinds of jobs for which residents, particularly in lower-income populations, are qualified. There is a need to develop programs for local businesses to identify and develop opportunities for local entrepreneurial pilot and incubator “start-ups” that would grow local business and employment.

Providing a Diversity of Housing Types and Options

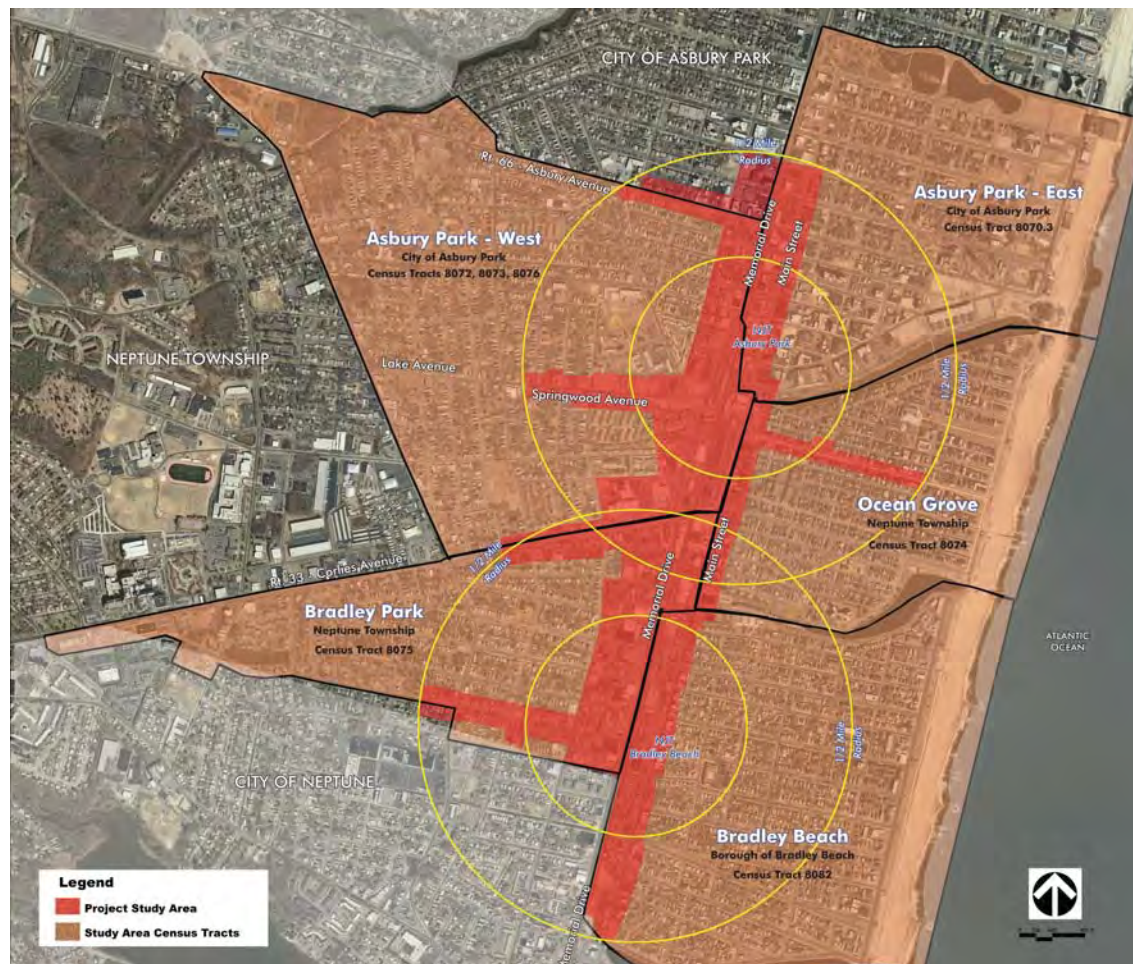
There is a need to improve the availability of adequate and appropriate housing alternatives for residents of all income levels. This would include providing housing opportunities for various segments of the community including artists, empty-nesters, seniors, families, and younger populations. There is also an opportunity to weave workforce development programming with urban agriculture and local retail food and restaurant service.

Demographics and Market Baseline

An examination of demographics surrounding the Main Street and Memorial Drive corridor in the communities of Asbury Park, Bradley Beach and Neptune Township was analyzed based on the following geographies:

- The Project Study Area (corresponding to the designated Study Area boundary)
- The Ocean-Monmouth Counties Metropolitan Statistical Area (MSA)
- The Metro NYC CMSA (including NYC, Northern NJ, Long Island, NY and parts of PA)

The varying demographic characteristics in and directly around the Project Study Area for the intersecting census tracts with distinct sections/neighborhoods, including Asbury Park (east side and west side adjacent to corridor), the Ocean Grove and Bradley Park sections of Neptune and Bradley Beach, were also reviewed. For the purposes of this section, these neighborhoods will be collectively referred to as "Study Area Census Tracts".



Geographic Area	Population	Total Households	Median Age	Median Household Income	Percent of Household Income > \$75,000	Percent Owner-Occupied Housing
Project Study Area	3,182	1,026	31.7	\$29,954	22%	25%
Ocean-Monmouth MSA	1,228,157	464,165	42.0	\$72,703	48%	67%
NY-Northern NJ-LI, NY-NJ-PA CMSA	19,113,505	6,921,533	38.0	\$66,469	44%	46%

Household Population and Age

The overall population of the Project Study Area is 3,182, with a median age of 31.7 years. Relative to the Ocean-Monmouth MSA and the larger CMSA (NY-NJ-PA), household population growth within the Project Study Area has been, effectively, flat over the 2000 to 2010 period – owing to a combination of factors such as disinvestment, relatively limited residential zoning, and outmigration. However, the fact that the portion of Ocean-Monmouth MSA immediately surrounding the Project Study Area has experienced relatively modest growth over the same time period (and is expected to continue through 2015) suggests residential demand drivers in the area surrounding the Project Study Area remain strong.

The Project Study Area is relatively young when compared against the larger MSA and CMSA geographies (approximately 54 percent of the study areas population 2010 were younger than

35, as compared against 41% and 46 % for the MSA and CMSA, respectively). The Project Study Area's relative youth is also evident in its 2010 median age (32) versus median ages of 42 and 38 for the MSA and CMSA, respectively.

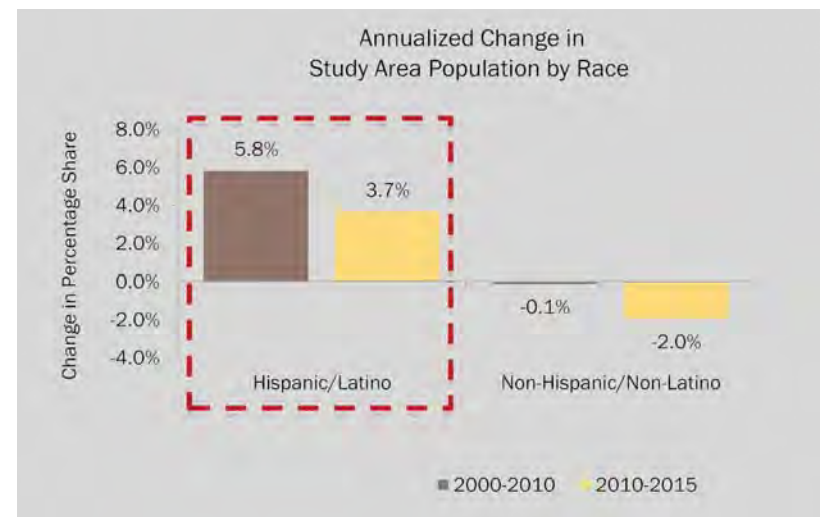
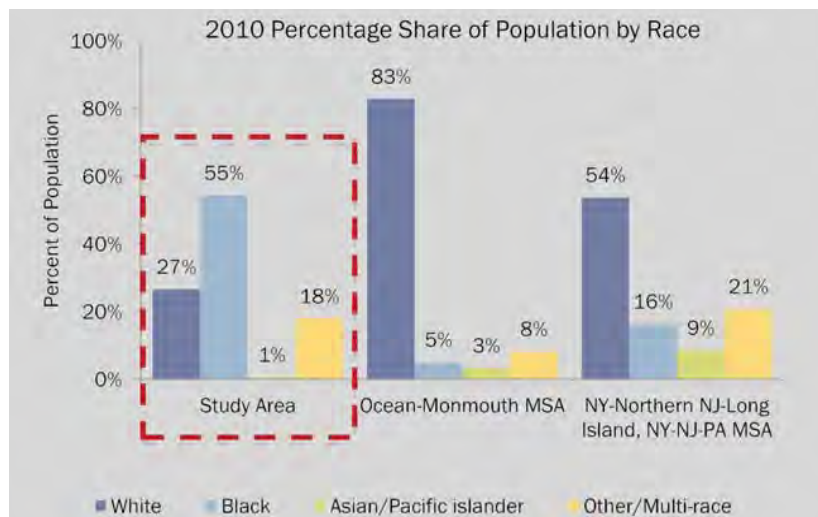
An important observation to note is the fact that across all geographies, the fastest growing age groups are those 55 years and older. This trend is consistent with national aging patterns, and its significance for the Project Study Area will likely relate to transportation mobility options (greater demand for public transit, rather than vehicle ownership) and housing choices (smaller, affordable housing units within close proximity to services).

Racial & Ethnic Composition

There is a relatively diverse racial makeup within the Study Area, with persons of color (e.g., Blacks, Asians, and Multi-race persons)

comprising the vast majority of the corridor's population. Based on the 2010 Census, the Study Area is 27% White, 55% Black, and 19% listed as other ethnicities or Multi-race. Furthermore, the annualized population growth rate among persons of Hispanic/Latino origin has been extremely robust (5.8 % per annum over the 2000 to 2010 period) and is projected to remain strong through 2015. This trend suggests the Hispanic/Latino community will have an increasing and significant social and economic influence within the Project Study Area for the foreseeable future.

Within the Study Area Census Tracts, Bradley Beach and the Ocean Grove section of Neptune are predominately White, with 85% and 91% of their population categorized as White respectively. The adjacent neighborhoods of Asbury Park and the Bradley Park section of Neptune have much more diverse populations.



Housing Ownership Trends

Renter-occupied housing units comprise 58% of all housing units in the Project Study Area. This is a relatively high percentage share of renter-occupied housing units, when compared against the two larger geographies. The relatively high number of renter-occupied units may be a result of a number of factors, including demand generated by tourism related workers; a relatively high concentration of low-income families within the study area; homeowners who have decided to rent, rather than sell their houses, owing to depressed values within the Project Study Area.

Within the Study Area Census Tracts, homeownership is highest in Bradley Beach and the Ocean Grove and Bradley Park sections of Neptune, with owner-occupied unit rates closer to 50%. The adjacent neighborhoods of Asbury Park have rates owner-occupied unit rates below 25%.

Household Income

Household income for all three geographies were examined by year (2000, 2010 and 2015) and income levels. Key findings from the income data include the following:

- The relatively few people living within the Project Study Area are mostly of lower income means, with greater than 60 percent of households in 2010



The homes in Bradley Park have a consistent streetscape with higher rates of owner-occupancy.



The Live-Work map from the workshops - light blue dots indicating where people live and dark blue indicating where they work.



Commercial activity on Main Avenue in the Ocean Grove section of Neptune Township.



Residential sidewalk in Bradley Park section of Neptune Township.

- having incomes of less than \$40,000 per annum.
- Upper household incomes (\$100,000 and greater) represent a very small but fast growing segment of households within the Project Study Area.
- The Monmouth-Ocean MSA relatively high household income level is reflected in a 2010 median household income of \$72,703 (2.4 times the 2010 median household income figure for the Project Study Area and nearly 10% greater than the 2010 household income figure for the broader NY-NJ-PA CMSA).

While current household income within the Project Study Area is relatively low, these area household income groups serve as strong potential to influence the study corridor's long-term land investments. The growing upper household income is an encouraging sign for new mixed income development in the Project Study Area. The relative regional affluence which surrounds the Project Study Area, in addition to the corridor's close proximity to recreational beaches and related tourism amenities, bodes favorably for prospective longer-term land-use investment in

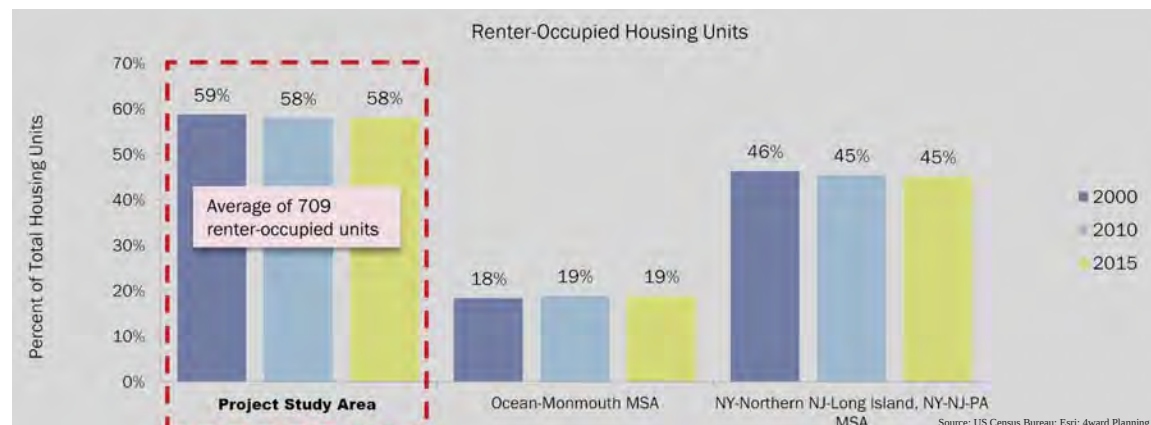
new and rehabilitated housing, and commercial services within the study corridor.

Within the Study Area Census Tracts, household income is highest in Bradley Beach and the Bradley Park section of Neptune, with median incomes over \$50,000. The adjacent neighborhoods of Asbury Park have household incomes lower than \$30,000.

Traditionally Disadvantaged Populations

As these demographics indicate, there are concentrations of Traditionally Disadvantaged Populations in the western portions of the Study Area both in Asbury Park and Neptune Township. These areas include primarily minority populations and also include higher percentages of foreign-born, limited English proficiency, and disabled populations.

*Refer to Appendix D: Demographics Baseline Report for further information on overall demographics and to Appendix K: Traditionally Disadvantaged Populations Report for further detail.



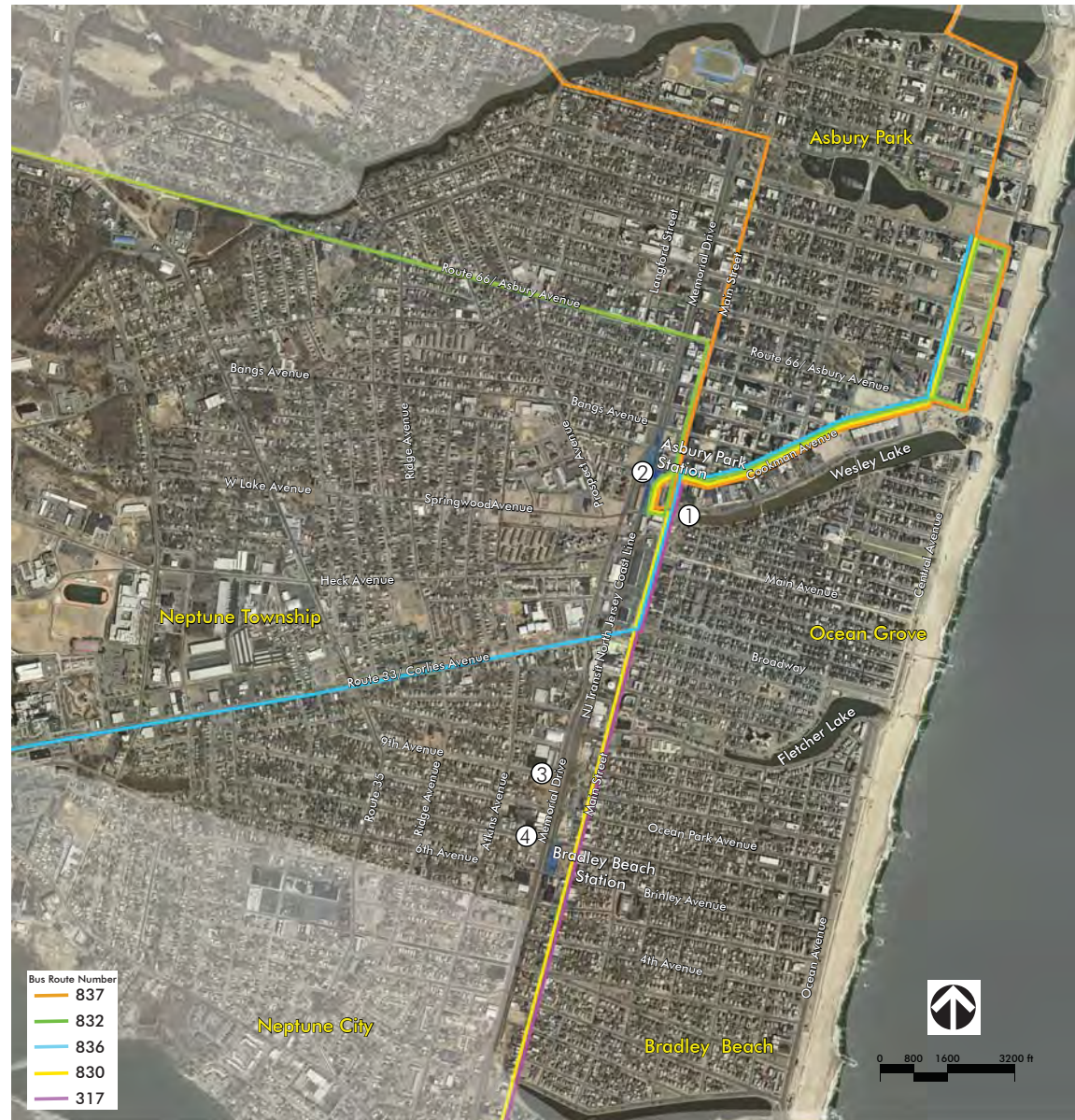
Circulation Assessment

Bus and Shuttle Service

Multiple bus routes in the corridor (NJ Transit routes #317, 830, 832, 836, 837) operate along the area's major roadways with a hub at the Asbury Park Transit Center. Routes include access to places in Monmouth County including Monmouth Mall, Freehold, and destination along the Rt. 35 corridor. These routes do connect to other regional destinations from the Transit Center, but are limited in serving local destinations, such as Main Avenue in Ocean Grove and the beach area in Bradley Beach. Academy runs bus service to the Port Authority Bus Terminal in Manhattan as part of its Shore Points route, which also makes stops in regional hubs such as Long Branch, Eatontown, and Red Bank.

Meadowlink, in partnership with NJ TRANSIT, Monmouth County, and the local communities (Asbury Park, Belmar, Bradley Beach and Neptune) runs the Shorelink shuttle from July to September. The shuttles run four days of the week, Thursday to Sunday, connecting the train stations at Asbury Park, Bradley Beach and Belmar with various stops along the beach front and Main Street. The goal of the service was to provide visitors to the beach an option to avoid the traffic on the major roadways by using the train and the Shorelink shuttle service.

Meadowlink has submitted a Local CMAQ Mobility Initiative application to the NJTPA to expand the shuttle service in Neptune for residents and local businesses and employers. The proposed route provides service to major employers and businesses and passes through or close to many residential areas. The shuttle will



travel from the Asbury Park Train Station, through Neptune residential areas, to the ShopRite Center and then proceed up the Route 66 corridor to the Jersey Shore Outlet Mall. In order to be most cost effective, five days a week service is proposed. It will run four hours during the morning commute and four hours during the afternoon/evening commute. The application is still pending.

Rail Service and Access

The Asbury Park and Bradley Beach Train Stations currently have 18 northbound and southbound trains a day. The current service does not allow a one-seat ride to Manhattan, with passengers required to switch trains in Long Branch or Newark Penn Station. Additionally, most regional destinations are more highway corridor-oriented

(such as the Garden State Parkway, Rt. 18, Rt. 35, etc.), requiring a car for access. As a result, ridership on this section of the North Jersey Coastal Line (NJCL) is impacted, with Asbury Park having an average weekday boarding of 202 passengers and Bradley Beach, 141 passengers. The Asbury Park Transit Center has a large, air-conditioned waiting room with seating, a coffee vendor and is proximate to the adjacent bus hub making for easy connections between bus, rail, and the Shorelink Shuttle. The building is owned and operated by the City of Asbury Park. In recent years, the station has added artwork, wayfinding signage to downtown destinations, and outdoor seating around the adjacent Asbury Park Rain Garden. East-west pedestrian access is challenged by adjacent land uses and physical conditions of Main Street, Memorial Drive and the at-grade railroad line and sidings. Asbury Park Station has two surface parking lots off of Memorial Drive and Springwood Avenue, for a total of 65 parking spaces, with many riders making bus transfers or walking to the station.



The Asbury Transit Center is surrounded by under-utilized properties including the Public Works lot (above), surface parking, vacant properties, and a low-density strip shopping center.



Meadowlink, in partnership with NJ TRANSIT, Monmouth County, and the local communities (runs the Shorelink shuttle during the summer season.

Bradley Beach Station is smaller in scale without the bus transfer activity. It has a historic station building that is now leased to a small food-service concession. It offers a traditional outdoor covered waiting area and is directly adjacent to the community's public square. The station has a total of 69 surface parking spaces with most riders walking or bicycling from Bradley Beach neighborhoods to the east and the Bradley Park section of Neptune to the west.

Traffic Calming and Pedestrian/Bicycle Circulation

Memorial Drive (Monmouth County Route 40A) is a wide roadway without adequate pedestrian amenities and bicycle accommodations. East-west pedestrian and bicycle access from neighborhoods, business areas and the beaches is limited and dangerous. Memorial Drive and the railroad tracks act as both physical and psychological barriers. There are very few pedestrian crossing signals and delineated crosswalks as well as a lack of amenities such as benches, enhanced lighting, maps, signage, bike racks and designated bicycle lanes.

Some Main Street streetscapes have been improved, but there is not much consistency and many places where improvements are still needed. There are no dedicated bicycle lanes or sharrows designations along Main Street (NJ State Route 71). Just to the south in Avon a number of recent streetscape/traffic calming improvements

were made including bumpouts, medians, brick sidewalks and bike lanes. While there is some wayfinding in Asbury Park near Main Street, there is no wayfinding signage for local destinations along Memorial or on Main Street in Bradley Beach.

Bicycle usage is very high along Main Street with many cyclists using the sidewalks in conflict with pedestrians. This was observed qualitatively in the field both in terms of cyclists on the streets/sidewalks and the numbers of bicycles parked in racks at local employment centers, transit facilities and businesses. It should also be noted that this was observed in the off-season and the rates are probably substantially higher during the summer beach season. The data is further supported by the American Community Survey 5-Year Estimates, which indicates bicycle commuting at 7% for the census tracts that intersect with the Study Area, and at almost 10% in the areas of Asbury Park west of the railroad.



Bicycle usage is high in the corridor, but without adequate designated routes and facilities.



Pedestrian crossings of Memorial Drive at the Asbury Station are particularly challenged.



Memorial Drive is an over-scaled roadway. It is not pedestrian friendly due to vehicular speed volume and lack of pedestrian crossings.

Existing Site Conditions

The Study Area's compact and interconnected street grid settlement pattern provides residents and visitors the opportunity of walking and biking to many destinations within the communities. This interconnectivity is interrupted by the railroad right-of-way and the auto-centric character along Memorial Drive, lined with many industrial/storage, vacant and underutilized parcels.

The train stations are located at the geographic center of the Study Area, but the railroad and the Main/Memorial corridor serves as a barrier separating the east and west sections of Asbury Park and the Bradley Park neighborhood of Neptune from Bradley Beach. Surrounded by fairly compact residential neighborhoods, the train stations are ideally situated within reasonable walking distance of the surrounding neighborhoods and business districts, as well as the beachfront.

Lining the railroad right-of-way on Memorial Drive are industrial/storage uses and vacant and underutilized parcels. These sites vary in size, activity level and character. Closest to the stations, these properties have opportunities to redevelop with transit-friendly uses. Some

of the key properties around both stations are opportunity sites for infill and redevelopment projects, as well as selective adaptive reuse of some the more architecturally significant buildings. Similarly there are a number of underutilized properties along both Main Street and Memorial Drive that also have potential for smaller-scale infill.

While there have been upgrades to certain streetscapes (e.g., Springwood Avenue in Asbury Park and Rt. 33 and 6th Avenue in Neptune), the overall public realm within the Study Area varies without a consistent sidewalk, landscape treatment, street trees and street furniture. There are opportunities to improve the corridors to have more consistent appearance and a more accommodating pedestrian realm. This would include examining improvements to pedestrian crossings and other circulation facilities, such as bus shelters.

As a regional multi-modal transit hub, the Asbury Park Station Area has much greater usage and exposure to transit riders and passersby. The station area is dominated by paved surfaces to accommodate circulation and parking for

passenger vehicles and busses, which can create challenges for the pedestrian realm. While buildings front toward the station from across Main Street to the east, there is a lack of frontage from other directions, resulting in minimal street front activity facing the station and the lack of a sense of "eyes on the street/station security" for transit riders.

The Bradley Beach Station Area has a prominent public square connecting the station to Main Street to the east. While there is one recent redevelopment project flanking the station to the north, the east-west cross-streets are seen as challenging crossings at Memorial Drive on foot or bicycle by residents located west of the station in Bradley Park. The properties to the west of the station along Memorial Drive are a collection of underutilized commercial, industrial and storage uses that do not reinforce a transit-friendly pedestrian realm, which only reinforces the sense that Memorial Drive is a barrier running parallel to the tracks. Neptune's Transit Village Plan attempts to remedy these conditions and create a complement to Bradley Beach's Main Street on the four blocks along Memorial Drive closest to the station.



Existing Conditions Panorama of the Springwood Corridor Gateway Area



Municipal Partnerships

Monmouth County has played a leadership role in advancing a degree of regional planning and cross-jurisdictional cooperation with their Coastal Monmouth Plan and Analysis of Impediments to Fair Housing Choice, among others. Other efforts to launch shared shuttle services and the initiation of coordination among business and arts groups involving the three communities have created a foundation for cooperation across municipal boundaries.

Over the last several years, the three beach communities have developed complementary draws – Bradley Beach with restaurants and entertainment priced and geared toward families, such as bowling and movie theater; Asbury Park with more of an adult draw for dining, arts and entertainment; and the Ocean Grove section of Neptune Township with a focus on its special historic seaside resort market position. These complementary draws could be cross-marketed to expand economic activities using the Main Street/Memorial Drive corridor to make connections physically and with transportation options.

Freeholder Thomas Arnone was instrumental in getting these communities committed to the study and is the Shared Service liaison to the Board of Freeholders and an advocate of sharing municipal resources and facilities. Bradley Beach and Neptune Township currently participate in some shared dispatch services with a few other coastal towns. There are a number of formal and informal arrangements among the communities in the Study Area for public works equipment sharing, salt storage, and other functions. In the

aftermath and recovery of Hurricane Sandy, it will be critical to look at how the various communities have interacted with one another and how they may build upon those efforts with greater shared services.

Housing Trends

There is existing substandard housing and a lack of new housing options near the transit stations. The Study Area fared better than beachfront areas during Hurricane Sandy, which may enhance its market position as a less risky location to own real estate in a Shore community with the proximity to the beach and convenient access to transit.

There appears to be some market demand for reasonably priced new condos and townhomes in the Study Area. However, mirroring national trends, there is also a move toward rental housing, including condo conversions. Recent local condo conversions include North Beach in Asbury Park and the Bradley Beach Village. Housing developers have shown considerable interest in Neptune's Transit Village area and Asbury Park is currently weighing several redeveloper RFP responses for the Springwood Corridor, which would include substantial mixed income housing.

There is also an emerging trend in the County's multi-family residential construction shifting from larger multi-stage projects to smaller single-phase infill buildings, averaging approximately 20 units. This reflects the "new normal" in real estate financing, favoring simpler projects in existing

communities, near infrastructure and transit. This will benefit the Study Area, given the amount of vacant and under-utilized land located within the fabric of established walkable communities.

Retail and Mixed Use Trends

The Monmouth County 2010 Housing Survey indicates a continued decline of mixed-use units as a proportion of the County's new construction market. Vacancy rates vary within the corridor – storefronts on Main Street in Asbury Park are more occupied than those in Bradley Beach. For the most part there is space along the existing Main Street to accommodate more retail and restaurant space. National trends have shown the shift of a greater share of discretionary income going toward to healthcare related goods and services, travel, and savings, which in turn limits the amount of retail that can currently drive development and redevelopment.

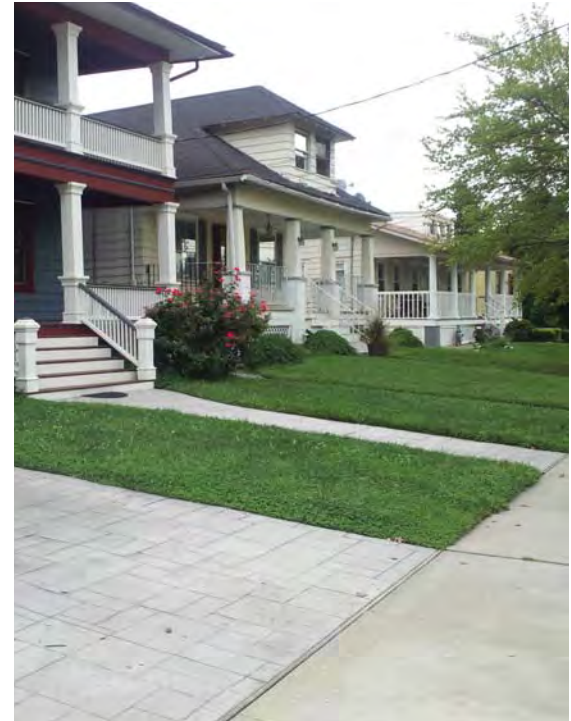
Mixed-use buildings are key to walkable and transit-oriented places by creating activity and security at the street-level. Given the amount of existing retail and restaurant space in the Study Area, it is going to be critical to find uses that complement the existing Main Street businesses and not compete with them. Active ground floor space has started to include non-traditional retail and community amenities, such as fitness centers, community rooms, business centers, and smaller flex-space or live-work type offices.



Springwood Ave. Redevelopment Area



Memorial Drive in Neptune



Bradley Park residential neighborhood



Wayfinding on Main Street in Asbury Park



Main Street in Bradley Beach



New mixed-use infill at Bradley Beach Station

Goal Prioritization

Based on the initial feedback from the County and the input from the various existing municipal and County planning studies, master plans, and other documents, the Project Team assembled a master “wish list” of planning goals and objectives. Each of these was categorized based on USHUD’s Six Livability Principles, which guide the Connecting Community Corridors Project.

As part of a group prioritization exercise at the August 9, 2012 Kickoff Meeting, the wish list was presented and key stakeholders helped to narrow the focus of the proposed Project. A series of boards were created and using a Dot-mocracy process, where participants were given green dots and asked to place them on the items that were most important to them for this effort.

The following goals were given the highest priority:

- Develop programs and consulting services for local businesses
- Identify and develop opportunities for local entrepreneurial pilot programming
- Examine traffic calming, pedestrian/bicycle improvements and streetscape improvements
- Develop transit-oriented infill near station areas
- Develop a public transit “circulator” loop -
- Improve access and usability of the existing transit centers



Provide More Transportation Choices
HUD Sustainability Principle #1: Develop safe, reliable and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions and promote public health.

Place Green Dots on Your Highest Priorities

- Improve pedestrian mobility, develop walkways & trail network and new multi-modal transportation.
- Examine traffic calming measures/ “road diet” along Main Street (S.R. 71).
- Develop public transportation loop (shuttle/jitney/trolley) that connects to the train stations, Main Street, business districts & waterfront areas.
- Implement car sharing services for residents & visitors.
- Improve access & usability of transit center, including improvements to bus waiting areas & explore BRT options.

Additional Suggestions: INCLUDE MEMORIAL DRIVE / WATSON GARDEN, KISSUM

Goal #1: Develop programs and consulting services for local businesses



Unifying Main Street/business programs and enhancing workforce development

Goal #2: Identify and develop opportunities for local entrepreneurial pilot programming



Connecting arts and entertainment, local businesses, and urban agriculture

Goal #3: Examine traffic calming, pedestrian/bicycle improvements and streetscape improvements



Enhancing the public realm along Main Street and Memorial Drive to improve corridor safety and accessibility to local businesses and neighborhoods

Goal #4: Develop transit-oriented infill near station areas



Providing a variety of mixed-use and housing choices, types, styles and options, especially on municipally-owned, underutilized or vacant commercial property

Goal #5: Develop a public transit "circulator" loop



Enhancing shuttle services to better connect transit, Main Street, business districts, community nodes, and waterfront areas for the local community and visitors

Goal #6: Improve access and usability of the existing transit centers



Improving transit gateways, surrounding land use, improve facilities, explore service options and improvements

Community Participation and Feedback

At Workshops #1-3 on September 20 and October 11, 2012 and January 29, 2013, a “Dot-mocracy” exercise engaged workshop attendees to place color dots on aerial photos of the Station Area: blue for where they lived and worked, green for places they like, red for places they do not like, and yellow for places with traffic and pedestrian “hot spots”. Workshop participants were able to write specific comments and suggestions on Post-It Notes and place them on a large aerial map at the location where they had concerns.

Engaging Traditionally Disadvantaged Populations

Outreach events were spread around to maximize opportunities to participate. They included workshops in all three municipalities and a final open house at the County Connection facility where residents are accustomed to coming for services. The Asbury Park workshop was held and the Senior Center on Springwood in a concentrated area of Traditionally Disadvantaged Populations and had a good turn-out from members of those neighborhoods. The Neptune neighborhoods with the highest disadvantaged populations were notified of events, but were generally less represented at the workshops.

Give Us Your Ideas for Main Street & Memorial Drive



How do we improve access
& usability of transit?



How do we promote
economic & business
development?



Where are the pedestrian
& vehicular hot spots?



What should
redevelopment look like?

**Open House
Community Workshop #1
7:00pm - 9:00pm**

Thursday, September 20, 2012

Bradley Beach Borough Hall
701 Main Street
Bradley Beach, New Jersey 07720

Come share your thoughts and ideas. Join our team of planners, designers, architects, and engineers in creative brainstorming for the Main Street and Memorial Drive Corridor

Topics will include:

- **Promoting and supporting local businesses**
- **Traffic calming and pedestrian/bicycle improvements**
- **Infill & improvements to underutilized land around the train stations**
- **Improving access and usability of existing transit and transit centers**

Connecting Community Corridors

The Connecting Community Corridors project focuses on a series of interconnecting transportation corridors. This effort is a partnership between the Monmouth County, the City of Asbury Park, Borough of Bradley Beach, Neptune Township and the North Jersey Sustainable Communities Consortium.

People who use and traverse these corridors - whether on foot, bicycle, transit or automobile –experience the corridors as interconnected “linear places”.

This strategic plan is meant to “build” upon past planning efforts, focusing on key priorities established by stakeholders and to generate strategic outcomes that can be implemented including:

- Strategies to strengthen the region’s economy
- Aligning existing programs and regulations to support economic growth
- Improve transportation connections
- Focus future growth where there is infrastructure to help reduce costs at all levels of government

For further information on the program, please visit North Jersey Sustainable Communities Consortium’s website at www.rutgers.policy.edu/njscc





Workshop attendees provided comments and suggestions for improvements around the stations and in the corridors of the Study Area.



Workshop comments and suggestions for improvements around Asbury Park Station



Workshop comments and suggestions for improvements around Bradley Beach Station

Study Area Feedback (around Bradley Beach Station)

● Most Liked Places

Park space at Station
Bradley Beach Cinema
Bradley Beach Bowl and Recreation
Main Street - Del Ponte's
Main Street - Pagano's
Infill housing at station
Monmouth Piano building
Recreation Fields

Least Liked Places

● Memorial Drive along the tracks
Custom Tire Store - Main and Lake Terrace
Main Street and 4th Ave.
Stripmall at Main and 3rd Ave.
Parking Lot Main Street and Lake Terrace
BP Station on Main Street

● Traffic and Pedestrian Hotspots

Memorial Drive and 7th Avenue
Memorial Drive and 6th Avenue
Main Street and 3rd Avenue
Main Street and Ocean Park
Main Street and Evergreen



Workshop 1: Likes and Dislikes Station



Workshop 1: Post It Station



Workshop 1: Hot Spot Station



Workshop 1: Hot Spot Station

What do you like **Most** in this Area?

What do you like **Least** in this Area?



Workshop participants indicated places they liked the most (green) and least (red) in the Bradley Beach Station portion of the Study Area.

Where are the traffic & pedestrian **Hot Spots** in the Study Area?



Workshop participants indicated traffic and pedestrian hot spots (yellow) in the Bradley Beach Station portion of the Study Area.

Study Area Feedback (around Asbury Park Station)

● Most Liked Places

Cookman Avenue
Wesley Lake
Asbury Park Rain Garden
Springwood Center
Broadway Gate to Ocean Grove
Main Avenue in Ocean Grove
Asbury Park Post Office
Jersey Shore Arts Center (old high school)

● Least Liked Places

Memorial Drive and Springwood Avenue
Memorial Drive along the tracks
Transit Center Building
Transit Center Parking Lot
Rt. 33/Main Street vacant parcel
Vacant parcels on Springwood Avenue Wash-
ington Avenue

● Traffic and Pedestrian Hot Spots

Memorial Drive and Springwood Avenue
Rt. 33/Main Street/Broadway intersection
Main Street and Springwood Avenue
Main Street and Rt. 66/Asbury Avenue
Memorial Drive and Asbury Avenue



Workshop 3: Like-Dislike Station



Workshop 3: Design Station



Workshop 3: Post-It Station



Workshop 3: Hot Spot Station

What do you like **Most** in this Area?

What do you like **Least** in this Area?



Workshop participants indicated places they liked the most (green) and least (red) in the Asbury Park portion of the Study Area.

Where are the traffic & pedestrian **Hot Spots** in the Study Area?



Workshop participants indicated traffic and pedestrian hot spots (yellow) in the Asbury Park portion of the Study Area.

Opportunities and Challenges

A synthesis of the existing conditions, baseline assessments and community input at Workshops #1 and #2 identified the following opportunities and challenges for this project:

Opportunities

- Improve the visual appearance of the railroad and Main/Memorial corridor with pedestrian safety enhancements, traffic calming, bicycle accommodation and streetscape improvements that incorporate public art, green infrastructure and urban agriculture, to increase activity and enrich the environment.
- Target vacant and underutilized land in the Study Area into more transit-friendly uses through TOD infill and redevelopment that will generate more community benefits than existing conditions.
- Transform the industrial/storage and commercial frontage along Memorial Drive opposite the Bradley Beach station into a landmark streetscape that becomes the new neighborhood edge identifying Bradley Park.
- Improve pedestrian and bicycle accessibility in both east-west and north-south corridors.
- Increase the walkability and interconnectedness of the separate business districts and residential neighborhoods.
- Coordinate the façade improvement and business programs that are currently separate in each community.
- Build upon the local arts, culture, entertainment and historical amenities as a more unique asset(s) for all three communities.
- Better integrate the close proximity of each community's regional destinations – beach, boardwalks, Main Street, Cookman Avenue,

Ocean Grove, etc.

- Develop strategies to coordinate stronger synergy between the complementary “market position” of all three communities (e.g., Asbury Park as the “urban art and music scene”, Ocean Grove the “historic Victorian village” and Bradley Beach as the “family beach town”).
- Strengthen workforce development programming that the County wants to see matured, with a focus on Grow Monmouth’s strategy and working with Interfaith’s programs.
- Introduce urban farming on Interfaith properties through the programs that Monmouth County Agriculture planning has available.
- Leverage and expand the existing shuttle services.
- Identify key locations for multi-level garage “parking intercepts”, particularly with access from Memorial Drive, and integrated with stops on an expanded shuttle service.



Asbury Park has begun to use sustainable infrastructure as a public amenity around the Transit Center.

- Identify architecturally-significant buildings for adaptive reuse.
- Focus TOD zoning and redevelopment plans on promoting a market-driven mix of uses/density, at a scale appropriate to the community, that will increase likelihood of realization.
- Provide housing for artists and craftsmen.
- Encourage adaptive reuse of existing structures in industrial & commercial zones.



Encourage the continued adaptive reuse of existing structures in industrial & commercial zones - Examples include Monmouth Piano in Neptune (above) and along Main Street in Asbury Park (below).

Challenges

- The railroad and Main/Memorial corridor combine to create a physical and psychological barrier between east and west.
- Memorial Drive is an over-scaled roadway. It is not pedestrian friendly due to vehicular speed and volume and lack of pedestrian crossings.
- Minimal street front uses and activity along Memorial Drive creates a lack of pedestrian-friendliness and “eyes on the street” security.
- Existing industrial/storage, commercial and underutilized properties along Memorial Drive create a gritty image that detracts from the single-family residential qualities of the adjoining Bradley Park neighborhood immediately to the west.
- Streetscape improvements along Main Street through all three communities are inconsistent.
- Each community has separate business, arts and civic organizations with their own programs that are not necessarily coordinated with the adjoining communities.
- There are market limitations regarding the amount of new commercial uses that can be attracted to this area in the near future.
- The Asbury Park station area is in need of a stronger arrival experience for visitors and tourists.
- Existing rail, bus and seasonal shuttles have service limitations.
- Existing land use patterns do not adequately support transit usage in terms of additional housing, for which market demand appears to exist.
- Limited mixed-use zoning is in place on adequately-sized parcels to promote feasible TOD.



The City of Asbury Park is working with selected redevelopers, Interfaith Neighbors and Michaels Development, to infill the Springwood Avenue Corridor.



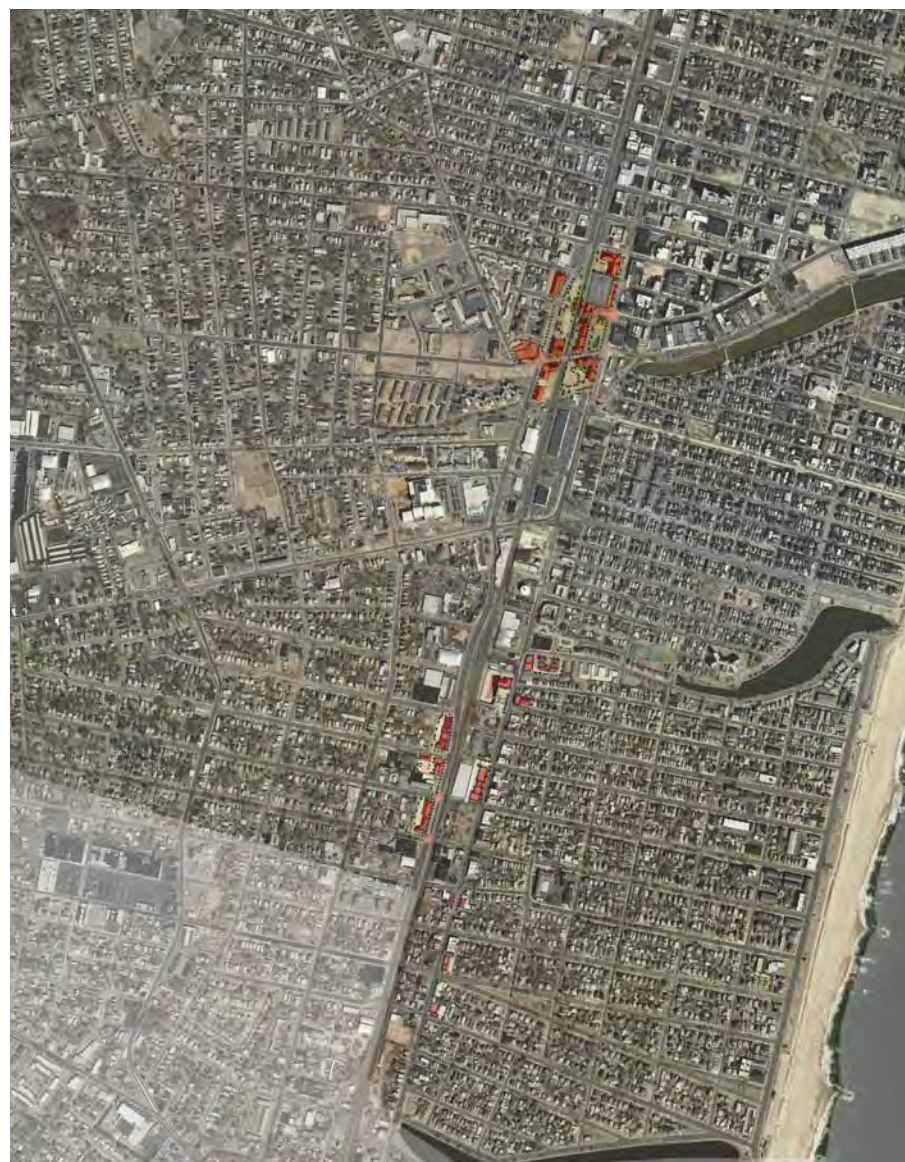
PHASE 2:
WHERE DO WE WANT TO GO?

Where Do We Want to Go?

Connecting Community Corridors is a highly focused “strategic plan” that builds its foundation upon past planning efforts. The planning process engaged stakeholders in establishing key priorities and creating a focus organized around several Vision Themes:

- Arts & Culture Branding & Themes
- Transit-Oriented Infill & Adaptive Reuse
- Enhanced Shuttle Services
- Traffic Calming & Pedestrian /Bike Improvements
- Business Improvement & Main Street Program
- Urban Agriculture & Sustainable Infrastructure

The Vision Themes guide the concepts illustrated in the plan and help maintain a focus on generating specific implementable outcomes. While Connecting Community Corridors is a locally-driven plan, its Vision Themes and Concepts are coordinated within the framework of the Regional Plan for Sustainable Development being prepared by Together North Jersey.





Arts/Culture Branding
& Themes



Infill & Adaptive Reuse



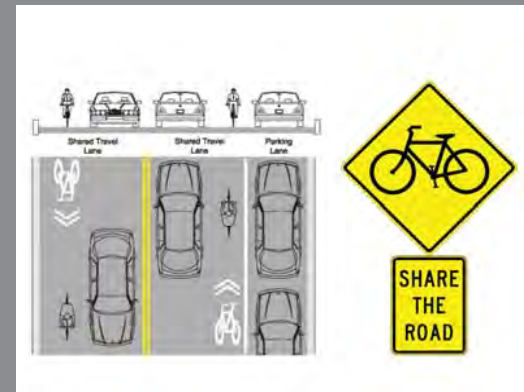
Business Improvements &
Main Street Program



Urban Agriculture &
Community Gardens



Enhance Shuttle Services



Pedestrian & Bike
Improvements

Vision Themes: Arts/Culture Branding & Themes

This part of Monmouth County is blessed with a rich history of arts and culture and a recent renaissance that acts as an anchor to “Beyond the Beach, the MoCo Arts Corridor” – an arts corridor initiative through the Monmouth County Arts Coalition that is helping drive the local economy and transform the region.

The three communities have strength in numbers and a combined effort along with Monmouth County Arts Coalition to improve cross-marketing and could assist in organizing the local arts groups in to develop outreach and education opportunities.

An Artist Colony concept should include live-work studio and gallery spaces so part of the off-season draw can be coming down to see artists at work and shop their products.

“Although its rock & roll legacy is well known around the world, other music forms – gospel and blues, jazz and even classical – have an Asbury Park address that contribute to the American music treasury.”

Bob Santelli from Asbury Park – Where Music Lives



Arts in the Study Area is already a destination and is a strong economic generator and can continue to help to leverage community development and business opportunities year-round.



Redevelopment along Springwood will build upon the music history of the west side and offer entertainment, education, and culture venues with the planned Asbury “JAMS” and Music Heritage Museum.



New infill and adaptive reuse can help to promote year-round tourism, including arts, culture & entertainment.



An Art Walk and public art can help to “dress up” the corridor and provide some screening.



Public art can create a branding and design theme for the corridor and landmark the station areas.

Design Objectives

- Market & promote year-round tourism, including arts, culture & entertainment
- Provide housing for artists & craftsmen
- Establish a public art program & formal public art policies.
- Create a branding and design theme for the corridor
- Build upon the history of the community
- Foster iconic uses that serve as a gateway to Memorial Drive and areas west of the tracks

“As challenging as the past few years have been, particularly since the devastation caused by super-storm Sandy, there are a number of new opportunities for the arts community to work with different sectors to use the power of the arts to strengthen our local economies, arts education and lifelong learning, health and wellness, ensuring that Monmouth County is a desirable place for people to live and work.”

Monmouth Arts Plan 2013-2017

Vision Themes: Transit-Oriented Infill & Adaptive Reuse

The Study Area encompasses regional transit corridors serviced by rail, bus and shuttle modes of mass transportation. This Vision Theme focuses on infill, redevelopment and adaptive reuse of existing buildings.

Transit-Oriented Development (TOD) is defined as higher density mixed use development located within the Station Area of transit facilities and routes. A Station Area is generally understood to be a 5 to 15 minute walk from the station, which corresponds to approximately $\frac{1}{4}$ mile to $\frac{1}{2}$ mile. Such development allows sites to realize maximum benefits because of their proximity to public transit. Streetscapes are designed for pedestrian and bicycles, not autos only; industrial and commercial sites are retrofitted or reoriented to the street; infill buildings are used to help fill in the gaps; parking is shared and systematized; and proper design codes are put into place within the land development regulations.

“Redevelopment areas could include space for the artists to live, work, display and sell their wares. Depending on the artist’s income, they could qualify as an affordable household. A local artist’s work could be included in a redevelopment project which can have a major positive impact on the quality of the area.”

Coastal Monmouth Plan p. II-14



Adaptive reuse, such as on Main Street and Cookman Avenue, can be expanded to the larger Study Area.



Larger redevelopment projects should be used to frame streets and public spaces.



Smaller scale townhouse buildings can add some density and provide a transition to neighborhoods.



Mixed use buildings could include small amounts of commercial flex space at strategic locations.



Housing options may include modern versions of the traditional Shore area cottage.



An artist's colony could include buildings with affordable housing & studio space.

Project Objectives

- Test design scenarios for implementation of TOD zoning changes and form-based codes
- Develop transit-oriented infill development in the station areas and corridors
- Encourage adaptive reuse of existing structures in industrial & commercial zones
- Provide a variety of housing choices, types, styles, and options
- Strategically locate parking in structures and behind buildings

“Main Street has a variety of building types and uses, streetscape characteristics and parcel sizes ...

The importance of recognizing these separate place types is to coordinate revitalization strategies that closely match the needs and opportunities of each district.”

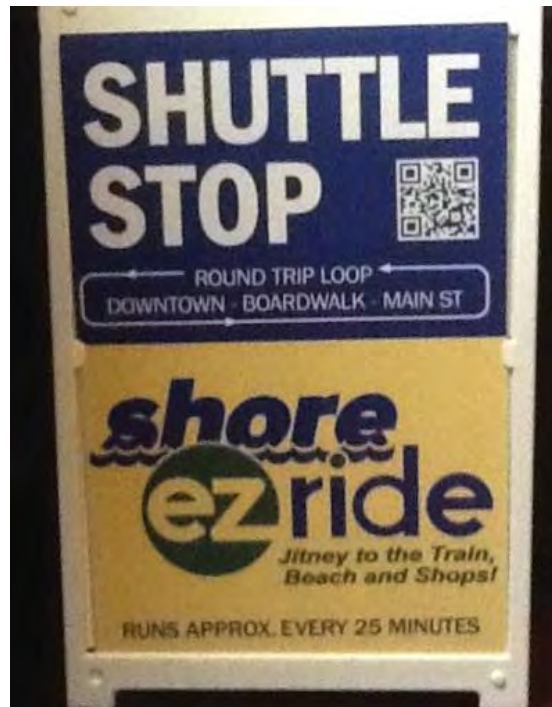
Exploring Main Street Plan
Bradley Beach, 2012

Vision Themes: Enhanced Shuttle Services

Through this project's outreach efforts, the communities have expressed an interest in extending beyond the summer peak season to year-round and full-week service. The car-free lifestyle that the shuttles provide is currently seasonal.

In addition, expanded shuttle frequency and route expansion to the west will capture residential travel needs to markets, schools and jobs west of the tracks. The communities also expressed a need to improve visibility of the shuttle service, to provide easier connectivity between the shuttles and other modes, and to add "permanence" to the shuttle operation through the use of signage and defined station areas with shelters.

Overall, more transit options would help reduce, mitigate and manage the demand for parking throughout the study area, which becomes extreme during the summer season.

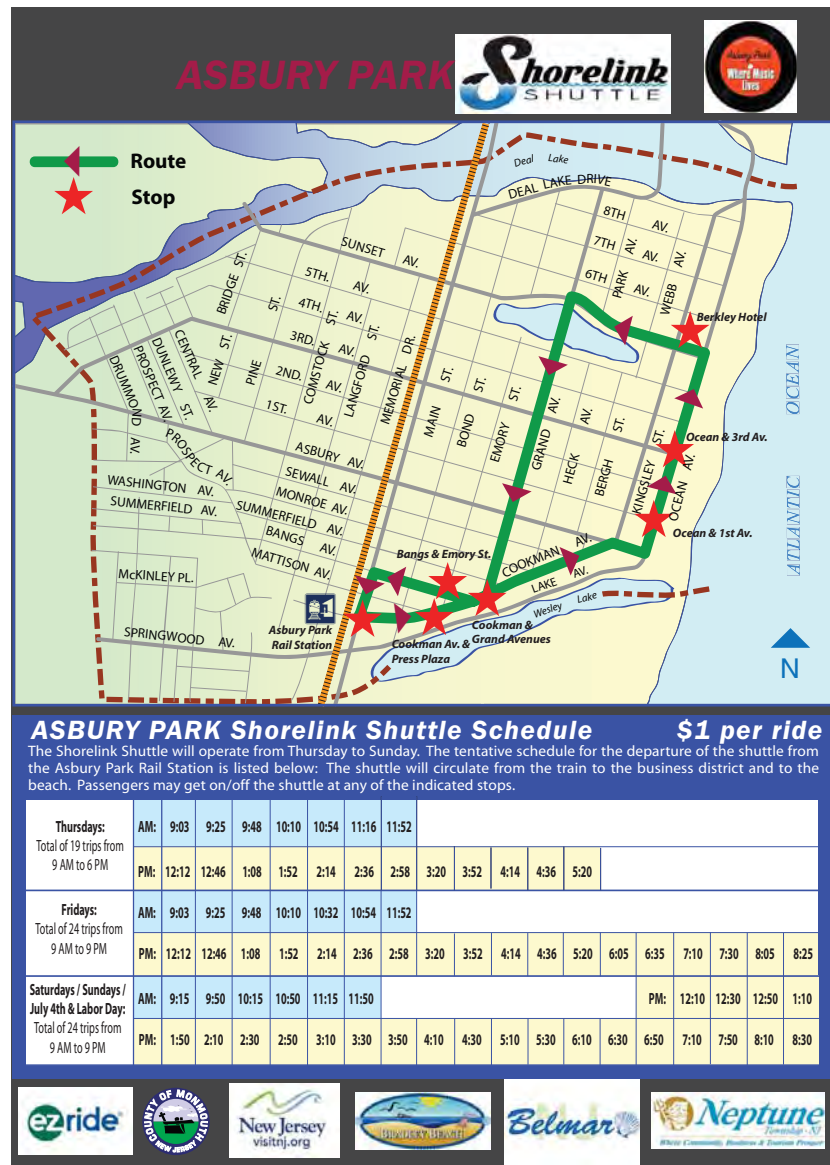


Source: Meadowlink

Enhancements could include shorter, more direct access to beaches from Main Street and train stations.



Shuttle access might consider more mode options, such as bike accommodations.



Project Objectives

- Provide shorter, more direct access to beaches from Main Street and train stations
- Shorter routes to encourage more riders and the attractiveness of taking the shuttle to the Main Street businesses
- A new evening/night route provide access to businesses and entertainment across the three towns
- An extension into Neptune enables access to the beach and connects residents/visitors with a grocery store.

"Improvements to local alternative transportation services have been identified: ferry service, water taxis, shuttles, jitneys, pedicabs, zip cars and bike rentals. ... Alternative transportation modes deserve a high priority to reduce the number of vehicles on the CMR [Coastal Monmouth Region] roadway network and should be a prime component of the future transportation plan."

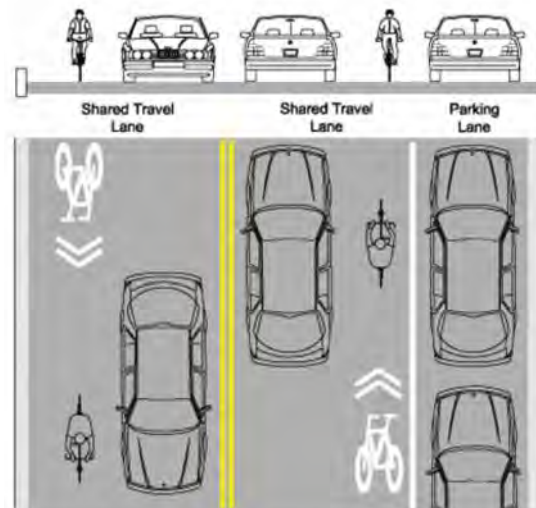
Vision Themes: Traffic Calming, Pedestrian, Bicycle Improvements

Pedestrian activity in the study area, especially in the summer months, is fairly robust and there is interest from the community to encourage more pedestrian activity and make it safer, particularly along Main Street to help encourage the patronage of local businesses. Similarly, traffic calming improvements to Memorial Drive can provide better and safer east-west connection throughout the Study Area.

Some of the proposed changes include short-term improvements (bike racks, repair/replace sidewalks, pedestrian lighting). Any traffic calming or physical changes to the roadways would be longer term and would require a detailed feasibility study and partnering with the appropriate local, County, and State agencies.

The unique nature of the CMR lends itself to pedestrian and bicycle-friendly streets. The ongoing interest in rehabilitation and revitalization of the commercialized districts within many CMR municipalities also provides opportunities for streetscape improvements. However, generic road design standards may not support pedestrian-friendly and walkable streets.

Coastal Monmouth Plan p. II-44



Traffic calming could include roadway adjustments to accommodate bike lanes.



Textured pavement can help with calming traffic and improve the streetscape character of the Study Area.



Add high visibility ladder crosswalks at all major intersections and other traffic calming on selective east-west streets will improve safe connections across the Study Area.



Designated Bike Routes



"Stop for Pedestrians" signs for crosswalks



Traffic Calming

Project Objectives

- Improve sidewalks along Memorial Drive and widen, if possible
- Consider an "Art Walk" streetscape along Memorial Drive
- Consider lowering the speed limit on Memorial Drive to 35 mph
- Add bicycle lanes on Memorial or add sharrows north and southbound
- Improve east/west sidewalks in Neptune that have not already been upgraded (access to Main St., train, and beach)
- Add high visibility ladder crosswalks at all major intersections
- Add audible pedestrian countdown signals at traffic signals that don't already have them
- Add bicycle sharrows in the eastbound direction of Fourth Avenue and in the westbound direction on Seventh Avenue
- Improve the intersection of Main Street/Route 33/Broadway
- Redesign the intersection to tighten up the southbound and eastbound right turn radii and eliminate high-type right turns.

Vision Themes: Business Improvements & Main Street Program

The model for business improvement in the Study Area requires a market-savvy approach, an engaging public realm, and accessibility for all modes of transportation.

Place Type

Market Savvy: Encourage growth that optimizes land value and market conditions, and provides a diversity of business types

Mixed-use Development: Provide residential housing in mixed-use developments that increase foot traffic and provide a stable customer base

Destination Place: Create a sense of arrival through gateways and branding

Public Realm

Good Urbanism: Encourage building form that provides visual interest and creates an “outdoor room”

Dynamic Streetscape: Provide amenities for a safe, comfortable and engaging pedestrian experience.

Arts and Culture: Include public art, cultural arts activities and entertainment for both community residents and visitors

Mobility

Connectivity: Provide for safe and legible circulation for pedestrians, cyclists and drivers

Wayfinding: Provide signage and landmarks for orientation and circulation

Transit Options: Encourage the use of public transit



Activate Main St. for day and evening & year-round



Consistent Branding with Street Furniture, Signage and Wayfinding



Improve streetscapes & public spaces along primary corridors & transit hubs.



Project Objectives

- Expand and unify storefront facade programs.
- Improve streetscapes & public spaces along primary corridors & transit hubs.
- Encourage adaptive reuse of existing structures in industrial & commercial zones.
- Amend ordinances to encourage pedestrian-friendly mixed-use development that enhances existing business districts.

“Economic development planning should build on the amenities that currently draw visitors and residents to the CMR [Coastal Monmouth Region]. These are the entertainment and cultural venues, the unique natural resources and the shore activities. But to realize a regional vision for the coastal Monmouth economy, there needs to be a comprehensive approach to market the cultural and natural resource amenities of the CMR.”

Urban Agriculture and Sustainable Infrastructure

Today, urban farming is often used as a form of infill development, transforming brownfields and vacant lots into patches of thriving, sustainable green districts, ranging from the smallest public or private gardens to urban farms and orchards.

In Asbury Park, the efforts of the Environmental and Shade Tree Commission and community gardeners have led to the creation of the Rain Garden at the Transit Center and the Asbury Park Community Garden behind the municipal building among others. There is an opportunity to build on these successes with a multitude of quantifiable economic, health, social, community, and environmental benefits:

- Property values have been observed to have increases with the greening of a neighborhood.
- Skilled and semi-skilled “Green jobs” are created for local residents.
- Physical activity and consumption of fresh foods increase, resulting in improved health.
- Community connections (social capital) are fortified, reducing crime and increasing quality of life.
- Youth and underserved populations are engaged and educated in sustainable environmental practices. Water is conserved, waste is reduced, and biodiversity is preserved.
- The corridor’s carbon footprint is minimized by produce that is grown, sold, and eaten locally.



Community gardens can also become neighborhood pocket parks.



Raised bed planters are ideal for short-term community gardens on under-utilized properties.



Build upon the success of sustainable infrastructure such as the Asbury Park Rain Garden at the Transit Center and the Asbury Park Community Garden behind the municipal building.





Source: Bradley Beach Chamber of Commerce



Support and expand existing farmer's market and local access to food programs



Community gardens can be places for activities and public art

Project Objectives

- Initiate skill training for farm markets, food co-ops & other urban agriculture initiatives.
- Provide access to locally-grown food and develop partnerships with local restaurants
- Promote energy conservation programs and green infrastructure at the municipal level.
- Phase redevelopment with short-term community-based uses

"The City of Asbury Park desires to establish, maintain and promote an urban forestry program that will provide and support vibrant, attractive shade trees and plants in Asbury Park. That in turn will encourage values of livability, balanced growth, revitalization, conservation and, most importantly, will be a benefit to the city, all of its residents and the environment through an economically responsible, incremental and developmental approach."

The Mission Statement City of Asbury Park's Community Forestry Management Plan 2008-2013

Gateway to Springwood, Cookman, & Ocean Grove

The concept plan for the area surrounding the Asbury Park Transit Center seeks to connect to the activity and revitalization of Cookman Avenue to the Springwood Avenue Corridor and other parts of the west side. An improved station area and pedestrian improvements will also create a better gateway to Ocean Grove for those coming and going via transit.

A consistent comment from the early project scoping and throughout the public input sessions was a desire to improve the experience of arriving by transit. The concept plan calls for a revitalized station area and renovated transit center with “front doors” on both Memorial Drive and Main Street. The existing plaza area and rain garden can be enhanced as a public space enclosed by buildings with the roadway textured, allows for traffic calming and creates flexibility for concerts and other public events. New mixed use buildings including artist’s housing and studio space, can be located on existing surface parking lot to frame the public space and screen the tracks.

The relocation and redevelopment of the public works site and corner properties into a mixed use building would further frame the public space and make an east-west visual connection. This corner could be a location for a mid-rise for additional density, as envisioned in the Main Street Redevelopment, if the market supported additional development potential. An expansion of the artist mural program can help to address blank walls near train tracks and along Memorial Drive and to serve as public art and wayfinding to destinations east and west alike.

The west side of the station would be improved with traditional train station green space, improved parking lot, bus shelters, and streetscape enhancements along Memorial Drive. Working with the arts and business communities, public art and additional iconic signage can be programmed catch the attention of arriving transit riders. A future permanent home of the Music Heritage Museum at the “JAMS” cultural center located at the corner of Memorial and Springwood Avenues, with textured plaza treatment, traffic calming and pedestrian upgrades will serve as a cultural center to landmark the Springwood Corridor.

The Main Street Redevelopment Plan and other studies have suggested a future relocation of the Asbury Park municipal complex into a smaller-footprint, multi-story city hall with civic relationship to the post office, oriented closer to the corner of Main Street and Bangs Avenue. The additional land area will allow for the expansion of future parking into a multi-level parking structure to accommodate parking for the municipal complex, transit center, area businesses, and some new development.

- ① Public spaces connect to the activity of Cookman Avenue
- ② Improvements to Springwood Ave. & Memorial Dr. for better connection to west
- ③ Streetscapes, public art, & crosswalks create a better gateway and access to Ocean Grove
- ④ Public space enclosed by buildings creates flexibility for concerts and other public events
- ⑤ New mixed use building to frame the public space & screen the tracks
- ⑥ Smaller-footprint, multi-story city hall with civic relationship to the post office
- ⑦ Parking structure for municipal complex, transit, businesses, & some new development
- ⑧ Public green space, improved parking lot, bus shelters, & streetscape along Memorial Dr.
- ⑨ Future Music Heritage Museum & “JAMS” cultural center to landmark the Springwood Corridor
- ⑩ Iconic signage to catch the attention of transit riders
- ⑪ Redevelopment of the public works site & corner properties into a mixed use building.
- ⑫ Artist mural program to address blank walls to serve as public art & wayfinding
- ⑬ Renovation of the transit center with “front doors” on both Memorial Dr. & Main St.





Create better arrival by transit to Ocean Grove



Improved gateway to Cookman Ave. with new "JAMS" museum & educational space



Enclosed public space to allow for flexibility for events



*Refer to page 54 for numbered plan notes



Adopt a consistent mural program to dress blank walls



Cultural and educational destinations to connect the activity Cookman Avenue to Springwood Avenue.



Build upon the momentum of Springwood redevelopment plan



*Refer to page 54 for numbered plan notes

Reconnecting Bradley Beach and Bradley Park

Both Neptune Township and Bradley Beach have studied transit-oriented infill in their respective boundaries. Memorial Drive and the North Jersey Coast Line, as is the case in other parts of the Study Area, act as a significant east-west barrier. The concept plan for this area seeks to treat the station as the center of a larger mixed use, walkable district on both sides of the tracks, reconnecting Bradley Beach with Bradley Park. The concept plan includes:

- Mixed-use infill on Main Street
- Upgrade streetscapes & traffic calming on Memorial Drive
- Improve East-West connectivity
- Create hub for additional shuttle & mobility
- Transit Village respects the scale & character of neighborhood
- Relocating Municipal Complex to create Main Street anchor

Bradley Beach

The core of Bradley Beach is an attractive, walkable, tree-lined section of Main Street centered around a community park at the Bradley Beach train station. The top priority for this district is to bring people back into downtown – through new Main Street residential living, and business and attractions for other community residents and visitors. Retail uses should include both convenience and specialty shops, and be encouraged on both sides of the street to offer a

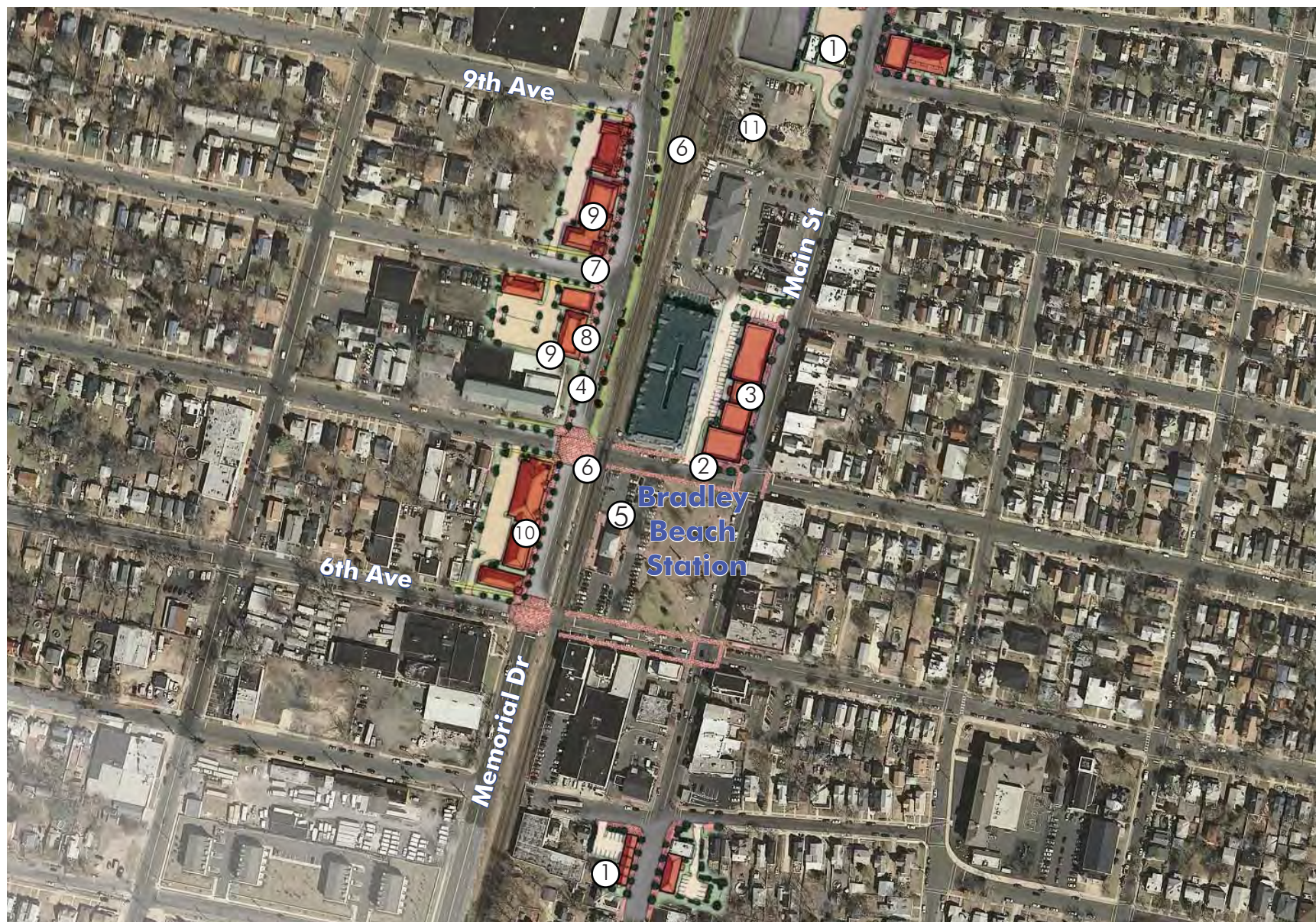
dense core of shopping and dining opportunities. The municipal offices occupy a valuable piece of Main Street that, if relocated, could free up land for residential development with commercial ground floor uses.

Neptune Transit Village

Prospective future development along Memorial Drive (whether infill or redevelopment) will need to compliment/reflect the existing scale and nature of development along Memorial Drive (e.g., mix of convenience retail, personal services and low-rise residential units), so as not to undermine the viability of existing uses (for example, placing mid-rise structures next to single family homes or large format retail adjacent to small boutique stores).

As there continues to be healthy growth in the number of new household formations in the region, and increasing service employment opportunities associated with this household growth, new workforce housing (whether designed as infill units or as part of a larger scale redevelopment project) should be a main tactic pursued within the broader Memorial Drive revitalization strategy. New retail and service business investment, whether going into an existing storefront or developed as a new building, should be of a small scale reflective of small proprietor businesses. These retail and service businesses should be convenience (small coffee houses, dry cleaners, grocers) and/or specialty oriented businesses (boutique clothing, yoga studio, bakery, sit-down restaurant).

- ① Small-scale infill on Main Street to match the existing character
- ② Park serves as the center for the entire Transit Village & serves as an activity generator
- ③ Municipal complex relocated free up the prime corner for mixed-use infill development
- ④ Adaptive reuse of Monmouth Piano building will anchor to the Neptune side of Memorial
- ⑤ Station will serve as a hub for increased shuttle & node for alternate transportation options
- ⑥ Memorial Dr. improvements include a “greening” of the rail, bike lanes & traffic calming to improve east-west connections
- ⑦ Infill development to be the face of Bradley Park & will reflect its scale & character
- ⑧ Memorial Drive to have a more active streetscape with some ground-level commercial, live-work space, & residential
- ⑨ Infill on the side streets should transition back into the Bradley Park neighborhood with townhouses and smaller lot single family cottages
- ⑩ Flexible commercial uses along Memorial could include small offices & convenience retail complimentary to uses on Main St.
- ⑪ Parking structure to be located on the north side to service a new civic building & to serve as intercept parking for Main St. businesses



Main Street in Bradley Beach has the potential to absorb part of the incremental infill of the Study Area. Main Street already has good mixed-use buildings with a pedestrian streetscape, so the strategy seeks to build upon that asset. Historic buildings add to the character of downtown and should be incorporated into redevelopment strategies.

One of the earlier phases of implementation could involve working with willing property owners and businesses to identify a few locations where a higher-value building type could be infilled. These buildings should be 3-4 stories with small-scale retail/restaurants and upper floor apartments.

Downtown living and a more year-round population will provide both shops and customers for Main Street. Specialty retail, such as apparel and novelty shops, is an important element of downtowns, providing destination places for residents and visitors.



Small-scale Main St. infill to match existing character



Provide activity for safe 24-hour environment for pedestrians





Relocate municipal complex to anchor Main St. infill



Add housing in mixed-use buildings to increase foot traffic & provide a stable customer base



Encourage a variety of retail uses as ground floor uses, including neighborhood convenience, restaurants and specialty shops.



Program the park to be an activity generator for Main St.



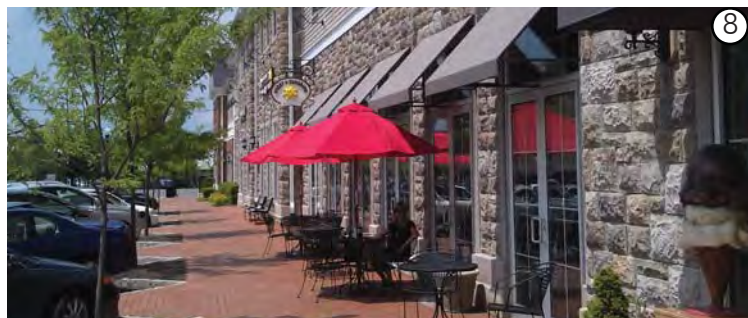
Adaptive reuse of Monmouth Piano building will anchor to the Neptune side of Memorial



Memorial Dr. improvements include traffic calming & crosswalks to improve east-west connections



*Refer to page 58 for numbered plan notes



Flexible commercial uses along Memorial could include small offices, cafes, & convenience retail



*Refer to page 58 for numbered plan notes

Community Scale and Character

The goals and objectives of the Neptune Township Transit Village Study Area Land Use Plan are to:

- Maximize the locational advantage of the neighborhood to the Bradley Beach Train Station by creating residential housing opportunities;
- Minimize land use conflicts between the industrial, commercial, and residential land uses; and,
- Build a “sense of place” with good urban design through controls on building massing, streetscape improvements roadway improvements and building design guidelines.

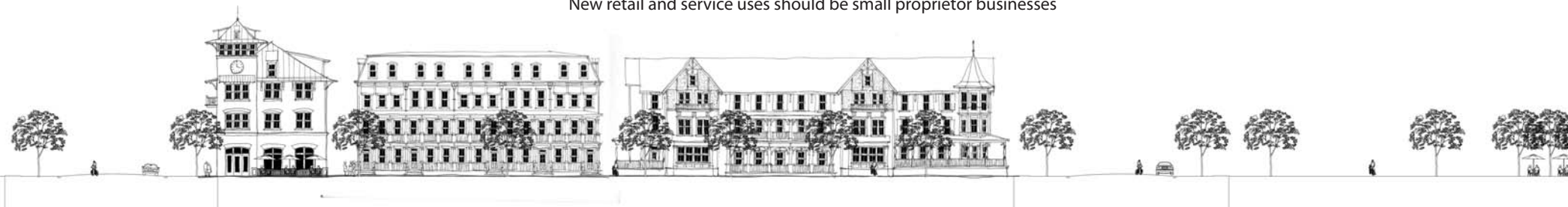
The proposed infill concept in the Neptune portion of the Study Area was designed to test the form-based bulk standards and design guidelines in the Neptune Transit Village Plan. The overall intent is to provide transit-oriented and mixed use development that is consistent with the scale and character of the Bradley Park neighborhood.



Infill on the side streets could include smaller lot single family cottages



New retail and service uses should be small proprietor businesses





Infill matches the residential character of Bradley Park with a Dutch Colonial look that scales down the eave line and overall building height to transition to neighborhood houses.

The various architectural styles and elements of these proposed buildings are those that blend with Bradley Park and the guidelines. The homes in Bradley Park are predominately Dutch Colonial, Craftsman, and Folk Victorian. The design of the Memorial Drive streetscape incorporates these styles, as well as, some of the historic styles of Ocean Grove, such as 2nd Empire, Queen Anne, and Italianate. The result is an appropriate face to the Bradley Park neighborhood with smaller 2 ½ and 3 story buildings more consistent with the massing of the neighborhood. All height, scale, and massing should step down further west into the neighborhood and be more residential in character.

“By governing the form of buildings and public spaces, it will be possible to create a built environment that is aesthetically pleasing and meets all of the functional needs of its users.”

Neptune Township Transit Village Study
Area Land Use Plan, p.2



Enhanced Shuttle Service

Through this project's outreach efforts, the communities have expressed an interest in extending the car-free lifestyle that the shuttles provide beyond the summer peak season (to year-round service) and to a full-week of service. In addition, expanded shuttle frequency and route expansion to the west, to capture residential travel needs to markets, schools and jobs, was desired.

The communities also expressed a need to improve visibility of the shuttle service, to provide easier connectivity between the shuttles and other modes and to add permanence to the shuttle operation through the use of signage and defined station areas with shelters. Overall, more transit options would reduce and mitigate the demand for parking throughout the study area.

Building around the concept in intermodal community nodes, and through community feedback, the expansion of the shuttle bus system was envisioned. Consisting of six connected routes, the shuttle bus system would:

- Serve the three community multi-modal nodes at Bradley Beach Station, Broadway Gate in Ocean Grove (Broadway and Main Street) and the Asbury Park Transit Center
- Provide for efficient transfers between the NJ TRANSIT trains, buses and among the shuttle bus routes
- Be shorter to improve frequency and provide more direct service
- Extend to destinations west of Main Street/Memorial Drive including the re-developing Springwood Avenue corridor in Asbury Park

- Serve expanded destinations including the Asbury Park Library, Springwood Center, Brookdale Community College's Neptune Higher Education Center (HEC), and commercial activities and jobs along Corlies Avenue, 6th Avenue (Neptune) and Asbury Avenue
- Continue to serve commercial destinations in Asbury Park along Ocean Avenue and along Main Street in Asbury Park, Ocean Grove, Neptune and Bradley Beach
- Serve community locations with denser residential developments, including apartment buildings as well as provide shorter walk access to routes from residential areas
- Integrate with other transportation improvements and redevelopment planned in the study area

- Be identifiable through coordinated and branded signage, scheduling, marketing and permanent bus shelters

It is assumed that each of the routes would initially operate at 30 minute headways; depending upon demand and funding the headways could be gradually reduced to 15 or 20 minute headways.

Running times for each route were calculated based on the total distance traveled and the assumed average speed (18 miles per hour). The (round-trip) route length and running times are listed in Table 2.

Given the short amount of round-trip running time, this service could be operated using a single bus for each route. Since Route 4 is a "nighttime-only" route, five buses would be needed to operate the daily service and 6 would be needed for the evening service (assuming that all routes



Source: Bradley Beach Chamber of Commerce

The multi-modal nodes will include the existing transit hubs.



Extend to destinations west of Main Street/Memorial Drive including regional shopping



continue to operate). Depending upon demand, some routes would not have to operate after 6 PM (or later in the summer peak). Additional span of service analysis would be required prior to implementation.

In addition to the implementation of the routes, it is recommended that at the three Community Multi-modal Nodes (initially) and at the Neighborhood nodes (subsequently) that physical shuttle shelters be constructed. These structures would provide an identity and physical presence for the system that reminds visitors and the community that viable and efficient alternatives to the automobile exist in these communities. In addition, the shelters would include map and route information, connecting services information and serve as an advertising revenue generator (see below). At the three Community Multi-modal Nodes, infrastructure should be provided for bicycle and other mode transfers as well as creating a walkable environment. Modal enhancements could include bike rental, pedicabs, and car share programs.

Overlaying the physical and service improvements would be a comprehensive promotion and marketing campaign for the service through media outlets, area employers, NJ TRANSIT, Monmouth County, community representatives, real estate offices, educational institutions and other outlets. The promotional and marketing campaign would be key to the successful and continuing provision of the shuttle service in the study area. Combined ticketing with NJ TRANSIT, previously in place, should be reinstated.

Traffic Improvements

The intersection of Route 33 (Corlies Avenue)/Route 71 (Main Street)/Broadway was identified by many public workshop participants during the “dot mocracy” exercise as a transportation hot spot. Safety concerns were identified from both a motorist and pedestrian perspective. There were two particular areas of concern. The first area of concern is conflicts between pedestrians and vehicles making a southbound right turn from Route 71 (Main Street) to Route 33 (Corlies Avenue). Southbound right turns are completed using an uncontrolled, free-flowing, high-type right turn lane which allows vehicles to make the right turn at high speeds. While NJ State Law says “a driver of a vehicle must stop and stay stopped for a pedestrian crossing the roadway within any marked crosswalk,” drivers are not expecting to stop in this uncontrolled, free-flow right turn lane and because of the geometry pedestrians have to look back over their shoulder to see vehicles approaching.

The second area of concern identified by public workshop participants are vehicles that are traveling west on Broadway and continue to Route 33 (Corlies Avenue). This maneuver is completed by making a left turn onto Route 71 (Main Street) followed by a quick right turn (using the uncontrolled, free-flowing, high-type right turn lane described above) on to Route 33. To complete this movement, vehicles quickly travel diagonally through the intersection in an unsafe manner.

While it appears that this intersection was recently upgraded and there are many good elements and accommodations for vehicles and pedestrians, it needs to be re-analyzed and tweaked to include some additional

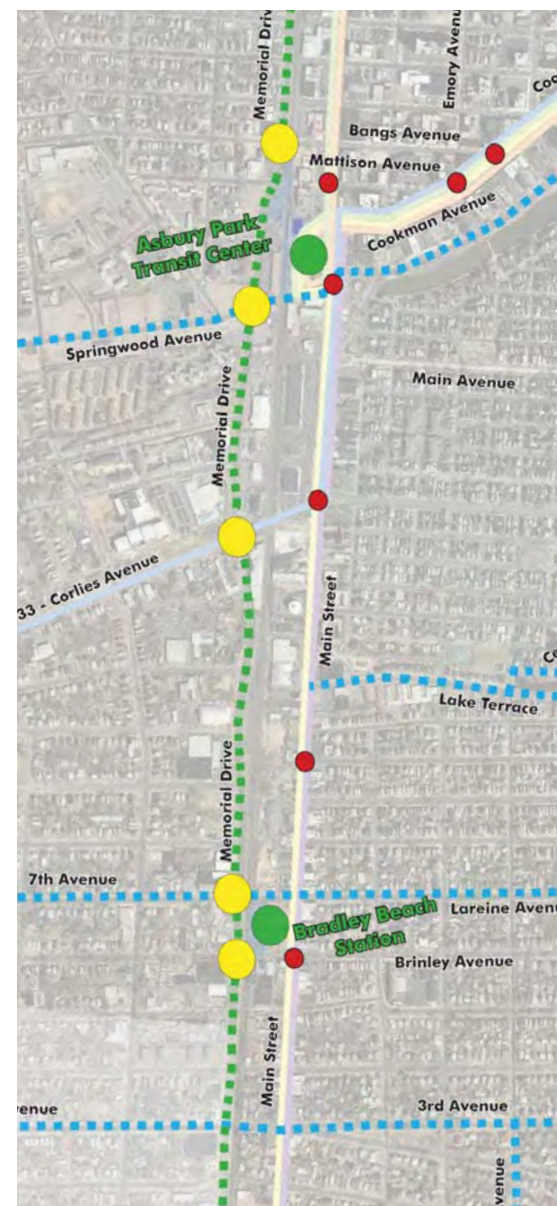
improvements. Some improvements that could be considered include adding a right turn signal phase to the southbound approach to stop traffic so pedestrians can safely cross and to reconfigure the westbound Broadway approach so that left turns are not permitted.

In addition to concerns about intersection of Route 33 (Corlies Avenue)/Route 71 (Main Street)/Broadway, many public participants complained about the signal timings at intersections in the study area. There was a general comment that the signal timings should be adjusted for “in-season” when traffic and pedestrian activity is higher and “off-season” when activity is lower.

Other intersections that were specifically cited for signal timing issues by open house participants include:

- Cookman Avenue and Emory Street
- Cookman Avenue and Bangs Avenue
- Main Street and Mattison Avenue
- Main Street and Ocean Park Avenue
- Main Street and Brinley Avenue
- Springwood Avenue at both Memorial Drive and Main Street

An analysis of the signal timings, pedestrian activity, and traffic flow along the Main Street corridor including Springwood Avenue at Memorial Drive and in the Cookman Avenue corridor of Asbury Park should be conducted for both the summer and off-season to determine the best signal phasing for each signalized intersection during each season.



Memorial Drive Traffic Calming

The majority of Memorial Drive is under Monmouth County jurisdiction in the Study Area. There are four travel lanes – two in each direction and the pavement width is about 45 feet wide. The speed limit varies from 30 miles per hour (mph) in Asbury Park to 40 and 45 mph in Neptune and Bradley Beach. Traffic signals are located at the intersections with Bangs Avenue and Springwood Avenue in Asbury Park, at Route 33/Corlies Avenue in Neptune, and at 6th Avenue in Bradley Beach. The wide pavement, minimal traffic signals, and variable speed limits, encourage speeding.

Several measures, requiring more detailed study, could be considered to create a more pedestrian and bicycle friendly environment and slow down

traffic traveling through the Study Area including:

- Modify the speed limit to 30 mph in Neptune and Bradley Beach so that it is consistent throughout the corridor
- Change the roadway configuration so that there is one travel lane in each direction with a center turning lane and bicycle lanes on either side of the roadway
- Repair/replace cracked or missing sidewalks and consider widening the existing sidewalk
- Install pedestrian scale lighting
- At the four signalized intersections install High visibility crosswalks, ADA compliant ramps, pedestrian signal pushbutton instructions, “Stop for Pedestrian” stanchion signs
- Repaint stop bars, and other pavement markings and add new crosswalks, if needed
- Consider installing a “signal ahead is red” activated sign on Memorial Drive around 5th Avenue to advise motorists when the signal at 6th Avenue is red. When a train is at Bradley Beach Station and the gates are down, traffic approaching 6th Avenue can back up as far back as 4th Avenue.
- Consider gateway treatments in the study area at the north and south ends of Memorial Drive so that drivers recognize they are entering an area with more pedestrian and bicycle activity and that they need to slow down.



Pedestrian and Bicycle Improvements

During visits to the study area (during the off-season and even on colder days), a notable amount of bicycle activity was observed including bicycles traveling on the roadway with traffic (as is the preferred method), bicycles traveling against traffic and bicycles traveling on the sidewalk. Bicycles were also observed locked to poles at various locations. Bicycling is a good alternative to driving and/or walking and should be encouraged.

Additional shared lanes or “Sharrows” (shared lane pavement markings) and “share the road” signs should be considered on key corridors to improve bicycle connectivity in the study area. Sharrows can be considered if some of the roadways are not wide enough or there is not enough capacity to convert an existing travel lane to a bicycle lane. Sharrows are bicycle symbols carefully placed to guide bicyclists to the best place to ride on the road, avoid car doors and remind drivers to share the road with cyclists. Unlike bicycle lanes, sharrows do not designate a particular part of the street for the exclusive use of bicyclists. They are simply a marking to guide bicyclists to the best place to ride and to remind motorists that they need to share the lane with bicyclists. The sharrow or shared lane arrow has undergone a human factors analysis and it is the design that has been adopted into the 2009 Manual on Uniform Traffic Control Devices (MUTCD).

Sharrows could be considered (see Bicycle Amenities Map) on several roads to improve east/west connectivity and to take advantage of local natural resources like the shoreline and local

lakes like Wesley Lake, Fletcher Lake and Sylvan Lake. Sharrows should be considered on:

- Asbury Avenue and Lake Avenue/Springwood Avenue in Asbury Park
- Broadway and Fletcher Lake Avenue in Ocean Grove/Neptune Township
- 6th Avenue in Neptune Township
- Lake Terrace, 7th Avenue (westbound only), 4th Avenue (eastbound only) and Bradley Boulevard in Bradley Beach, and
- Ocean Avenue in all three communities

Currently both the Asbury Park and Bradley Beach train stations have bicycle racks but additional bike racks are needed in the study area. Safe and secure bicycle parking can help encourage more travelers to bike to their destination in place of driving. With up to 10 bicycles filling the space of one motor vehicle, this can be extremely attractive



Bicycling is a good alternative to driving and/or walking for local trips and should be encouraged in-season and year-round with more clearly-defined routes.

to businesses. Bicycle parking can be in the form of bike racks, lockers, shelters and cages. Additional bicycle racks should be installed key locations near business and bus stops and along the proposed bike routes like near each of the lakes, at the Senior Center on Springwood Avenue, and along the boardwalk.

To further encourage bicycle usage, the municipal codes in each municipality should be modified to require that the site plans for all new developments include:

- secure bicycle parking to equal to a minimum of 10 percent of car parking;
- bicycle parking located in an accessible and visible location; in proximity to or visible to building entranceways; and
- all drainage grates should be “bicycle-safe.”





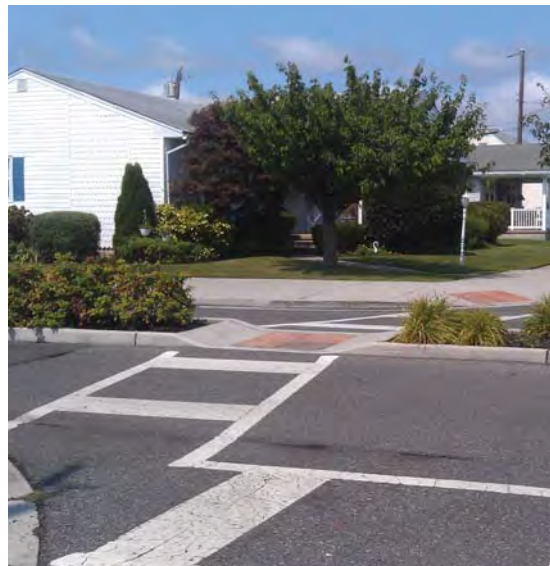
Potential Bike Lane Plan



There should be safe bicycling zones for all riders.



Shared lanes or "Sharrows" and "share the road" signs should be considered on key corridors.



Sidewalks and crosswalks should be upgraded with repaving and road projects.

Pedestrian activity in the study area, especially in the summer months, is fairly robust and there is interest from the community to encourage more pedestrian activity and make it safer, particularly along Main Street to encourage patronage of local businesses. A number of open house participants, identified safety concerns when approaching Main Street both as a motorist and pedestrian. As motorists approach Main Street from a side street, it is difficult to see pedestrians approaching the crosswalk and also oncoming traffic as they attempt to turn onto Main Street particularly during the summer months. Pedestrians complained that turning vehicles (both those turning from a side street to Main Street and from Main Street to a side street) have difficulty seeing them in the crosswalk. A potential safety improvement is "Daylighting", a simple pedestrian safety measure achieved by removing car parking from the curbs surrounding an intersection. The result is increased visibility for all street users.

An inventory should be conducted during the summer months to determine locations on Main Street and on side streets where parked vehicles at the corner approaches are hindering visibility for motorists and pedestrians and consideration should be given to removing parking spaces to increase visibility and safety. Streets that were specifically cited during the public workshops include Bradley Boulevard, Burlington Avenue, Evergreen Avenue and Brinley Avenue in Bradley Beach.



PHASE 3:
HOW DO WE GET THERE?

The map shows an aerial view of a coastal town. A central vertical road is labeled 'Main Street'. To its left, a green dashed line runs north-south, with a yellow circle at its northern end and two yellow circles further south. To the right of Main Street, a purple line runs north-south, with a red circle at its northern end and another red circle further south. A blue dashed line runs diagonally from the top left to the bottom right, passing through the center. Other streets shown include Rt. 33 - Corlies Avenue at the top, Rt. 35 on the left, 7th Avenue, 3rd Avenue, Memorial Drive, Madison Avenue, Brinley Avenue, Lareine Avenue, and Ocean Avenue. The ocean is visible on the right side of the map.

Implementation Summary

Implementation of prior planning efforts in the Study Area, which dovetail with the Connecting Community Corridors Plan, has begun in some aspects. Some of the efforts underway include:

- The City of Asbury Park has designated Interfaith Neighbors and Michaels Development as redevelopers for Springwood Avenue and plans are advancing in the design phase for mixed-use infill and cultural facilities.
- The Bradley Beach Planning Board is reviewing code changes to promote mixed-use infill on both sides of Main Street.
- Neptune Township has recently approved a site plan for the adaptive reuse of the Monmouth Piano building into lofts and a small retail space.

In order to improve transit, redevelopment, and economic development, and to encourage pedestrian and bicycle use and safety, the communities in the Study Area need to take a series of short and long-term actions. The following section indicates these planning and implementation actions developed during the evolution of this and other planning initiatives over the last several years. The agenda recognizes that successful implementation of plans requires strong local support and action, as well as assistance from Monmouth County and the State of New Jersey. These actions are outlined on the following pages and in the Planning and Implementation Agenda in the Appendix.



Asbury Park Planning Director, Donald Sammet, explains the new Springwood Park under construction and the plans for Springwood Avenue to representatives of state agencies on a recent tour of the Study Area.



Bradley Beach Planning Board Chairman, Bill Psiuk, discusses ideas for the Bradley Beach Main Street to representatives of state agencies.



Neptune Township Community Programs Coordinator, Monique Burger, and Director of Engineering and Planning, Leanne Hoffman, review plan concepts.



“Walk, Talk, and Act”

On May 22, 2013, New Jersey TRANSIT and the Project Team facilitated a “Walk, Talk, and Act” event in the Study Area. The meeting was held at the Asbury Park Senior Center at the Springwood Center and included walking tours of the core portions of the Study Area. Attendees included the local stakeholder group, project partners, and representatives of various state agencies. The “Walk, Talk, and Act” tour presented an opportunity to share key challenges and recommendations with representatives from key state agencies.

The draft of the Planning Implementation Agenda was shared with the State Agencies through the State Office for Planning Advocacy. Based on the input from the State, the final agenda was revised to include specific programs, financing options, and partner agencies and organizations.



Benefits to Traditionally Disadvantaged Populations

The recommendations in this study will have real benefit to the Traditionally Disadvantaged Populations. Enhancing shuttle service will, in particular, help to give greater access to goods, services, jobs and regional transportation to these neighborhoods. Creating a safer and more pedestrian and bike-friendly Memorial Drive will help to take away one of the physical barriers to these neighborhoods on the western side of the Study Area that has traditionally be a real divider for the communities. A revitalized Springwood Corridor with arts and community-oriented programming will help to reinstate the former



“Main St.” and heart of these communities. Finally, the opportunity for more community gardens and urban agriculture will also help to “green” these neighborhoods and provide needed community amenities for all populations.

The following is a summary of the Planning and Implementation Agenda by topic area. The full agenda is located in Appendix A and details the general timeframe, potential financing options, and project partners.

Arts and Culture Branding and Themes

The rich arts and cultural opportunities in the Study Area can be a unifying element and a key driver of change. Working closely with the Monmouth County Arts Coalition and local arts and business groups, these activities can help drive the local economy. Highlights of the Implementation Agenda include:

- Encouraging regular arts roundtable group meetings between business & arts groups in the Study Area
- Expanding concerts at the Asbury Transit Center and program events at other community nodes
- Cross-marketing county-wide arts with Monmouth County Arts Council
- Maintaining the mural program and sharing zoning standards for the three communities
- Programming bus shelter public art and advertising

- Launching an Art Walk with public art along corridors and at key gateways including transit

Infill and Redevelopment

The concept plan treats the station areas as the centers of a larger mixed use, walkable district spanning both sides of the tracks, reconnecting east and west. Infill and redevelopment with pedestrian enhancements will create an inviting gateway and promote connections. One of the earlier phases of implementation involves working with Interfaith and Michaels Development along Springwood Avenue and with willing property owners and businesses on Main Street in Bradley Beach to identify key locations for infill reinvestment.

- Conducting real estate market analysis to target the proper mix of uses & supportable development
- Creating Form-Based Codes/zoning/guidelines for Neptune Transit Village & Bradley Beach infill
- Exploring redevelopment plan for Asbury Park Municipal Complex & Transportation Center
- Developing an artist’s colony plan

Enhanced Shuttle Service

It is proposed that the expanded shuttle bus service is implemented incrementally, gradually shifting from one existing route to the layered

network of six routes. In this way, the route attractiveness could be gauged and costs would gradually increase. All routing would require detailed study before considering expansion of the services. The timeframe for this phasing would be highly dependent upon funding availability. The following implementation phasing could be considered:

- Phase 1: Adding all year service.
- Phase 2: Adding evening service, all year - route would “overlay” the two current routes, with three total routes running in this phase (one seasonal, one all year, one all year nights only).
- Phase 3: Expanding the western boundary of existing route in Asbury Park from Kingsley Street (existing) to Girard Avenue (proposed).
- Phase 4: Adding additional seasonal route with five total routes running in this phase (three seasonal, one all year, one all year nights only).
- Phase 5: Adding more all year service. Six total routes would be running in this phase (three seasonal, two all year, one all year nights only).
- Phase 6: Expanding to west of rail line to serve Springwood redevelopment and Brookdale HEC and provide all year service.
- Phase 7: Expanding seasonal routes to all year service. Six routes running in this phase (Five all year, one all year nights only).

With the pending expiration of the CMAQ funding, a permanent local source is needed to fund the routes. Additional analyses should be conducted to assess the demand attractiveness of the proposed shuttles, to understand the cost offsets that might result in implementation of the shuttle (i.e. reduced need to provide and maintain public parking), and to determine the demand sensitivity to increased fares. Shared costs and routes with other operators, such as Brookdale Community College, should be investigated.

Traffic Calming and Pedestrian/Bike Improvements

There is interest from the community to encourage more pedestrian activity and create designated bike routes. Traffic calming improvements to Memorial Drive can provide a better and safer east-west connection throughout the Study Area. Highlights of the Implementation Agenda include:

- Adding crosswalks, ramps, signals and stop for pedestrian signs on key Memorial Drive intersections
- Conducting a traffic study for lane conversion to bicycle lanes on Memorial
- Adding “share the road” signage and paint road arrows (sharrows) on select east-west streets & Ocean Ave.
- Conducting a traffic study of Main Street/ Rt. 33/Broadway to identify additional safety improvements needed
- Adopting a Complete Streets Policy for each town

Business Improvements and Main Street Program

The plan seeks to increase access to opportunities by improving employment and business opportunities within the communities. Strategies for economic development discussed in this effort included developing strategies to coordinate stronger synergy between the complementary “market position” of all three communities, strengthening workforce development programming. Highlights of the Implementation Agenda include:

- Connecting business groups with arts, cultural & civic groups with a regular set of meetings
- Establishing “Pop-Up” artists studios in unused storefronts to promote Main Street activity
- Encouraging adaptive reuse of existing structures in industrial and commercial zones
- Amending ordinances to encourage pedestrian-friendly mixed-use development that enhances existing business districts
- Developing a bus shelter advertising program
- Expanding storefront facade programs

Urban Agriculture and Sustainable Infrastructure

As the study area contains a number of underutilized and vacant lots and given the fact that redevelopment of many of these properties will likely unfold over many years (it is not uncommon for redevelopment activity to be fully realized over a 20 year period), local development officials should identify and classify likely near-term and long-term redevelopment opportunities.

Near-term redevelopment opportunities would likely occur within the next three to five years. Long-term redevelopment opportunities are most likely to occur beyond five years, and conceivably, as long as ten years from now. Highlights of the Implementation Agenda include:

- Identifying and secure use of short and long-term community gardens and agricultural parcels.
- Expanding skill training programs to include farm markets, food co-ops, and urban agriculture
- Developing partnerships with local restaurants and food vendors

These actions are outlined in greater detail in the Planning and Implementation Agenda in the Appendix.

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